

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 19.

NEW YORK AND CHICAGO, NOVEMBER 4, 1911.

PER ANNUM, \$2.00
SIX MONTHS, \$1.00

MEET AT SAME TIME

The Suggestion is Made That All Allied Associations Should Hold Their National Conventions at the Same Time and Place—Plan Favored.

(From Our Regular Correspondent.)

PHILADELPHIA, October 31.—Philadelphia offers to the stationery and its allied trades a suggestion which it is hoped will be looked upon nationally in as kindly a spirit as it is received here. The idea originated with President Charles H. Marshall of the William H. Hoskins Company, and was uttered at the annual meeting of the Philadelphia Stationers' Association last Thursday evening. It is that the stationery trade and all the trades allied with it should hold simultaneous national conventions for the common good. Mr. Marshall was careful to emphasize the fact that he had no intention of urging an amalgamation of all these trades; that he believed they should all maintain their individual identity and autonomy, but that it would conduce to mutual good if, for instance, there should meet at the same time and place the National Association of Stationers and Manufacturers, the National Typothetae, the National Association of the Engravers, Lithographers, Blankbook and Envelope Makers and all others of an allied character. It was his belief that such a plan of convention, joint only in the sense of being coincident in time and convention city, would attract far greater attention than separate conventions at different times and places and would give to all participating a greater prestige than could be secured by individual conventions. Many members of the stationery trade are also members of allied associations and many members of these allied associations have naturally a keen and direct interest in the stationery trade. He believes, therefore, that it would be beneficial to all participating and would not be prejudicial to any interests if all meet together.

The suggestion was received with great

favor by all the members of the local association, and as an earnest of Philadelphia's faith and fraternity arrangements were immediately perfected for a start. To that end it was decided to hold the next meeting of the Philadelphia Stationers' Association conjointly with that of the Philadelphia Club of Printers' Craftsmen at the Continental Hotel on November 9. On this occasion a good will dinner will be eaten and afterwards a lecture by C. W. Dearden, of the Strathmore Paper Company, Mittineague, Mass., will be listened to on the making of paper—a subject in which members of both associations are about equally interested. Mr. Dearden promises to bring with him a series of moving picture films which will illustrate his talk.

OLD OFFICERS RE-ELECTED.

The present officers of the Stationers' Association were unanimously re-elected. They are: President William H. Brooks, of the William F. Murphy's Sons Company; First Vice-President H. A. Prizer, of the William Mann Company; Second Vice-President Lewis A. Hawke, of the C. Howard Hunt Round Point Pen Company; Treasurer Dr. Philip A. Jaissohn, of Deemer and Jaissohn; Secretary Sidney J. Burgoyne, of Sidney J. Burgoyne; Executive Committee: Frank R. Welsh, of the William H. Hoskins Company; A. Pomerantz, of A. Pomerantz, and Roland Altemus, of Altemus & Co., Inc.

President William H. Brooks spoke entertainingly of National Association reminiscences. Without formal action being taken there developed simultaneously the thought that though Omaha would have the next national convention, Philadelphia should be favored with the national meeting in 1913. It is believed that by next convention time Philadelphia boomers will have laid their plans so that the convention will be assured. E. R. G.

The announcement of the sudden death of Truman S. White, of White & Leonard Company, paper dealers, of Minneapolis, Minn., reached the trade this week. Mr. White died on the fourteenth.

WILL CO-OPERATE

A Party of New York Stationers Meets President Lockwood of the National and Take Him to Luncheon—Assure Aid—Those Who Were Present.

PRESIDENT LOCKWOOD, of the National Association, was the recipient of a very pleasant surprise when he reached New York from Buffalo on Friday afternoon of last week. Instead of being let go about his business as usual when he comes to town he was met by a delegation of prominent New York stationers who quietly led the way to a cosy corner of the Republican Club.

After the luncheon the happy group of stationers adjourned to one of the club's committee rooms where they discussed trade matters. As the object of the New York stationers was to show their interest in National affairs, and to encourage their new leader in his work, the first question asked Mr. Lockwood was: "What can we do for the National and to help your administration?"

This demonstration of interest greatly pleased the new president who thanked his hosts for their loyalty to the National, and said that at the outset of his administration this hearty reception was most encouraging. It showed, he said, that the members of the association were alive to their great opportunities and were willing to co-operate with its officers to increase its membership and effectiveness.

The New York members, who, by the way, were gathered together in a great hurry, as they had little notice of Mr. Lockwood's expected arrival, talked over association matters with the president till late in the afternoon. The following gentlemen, acting as a committee, were among those who went up town to meet President Lockwood: David A. Tower, Mortimer Byers, Charles A. Lent, John Brewer, W. I. Ferris, F. D. Waterman, Harry Rogers, Theo. L. C. Gerry, Eberhard Faber and Willis P. Whiting, of Buffalo, who happened to be in New York on a visit.

CANADIANS HAPPY

The Situation in the Dominion Gives General Satisfaction—New Stores Opened and New Enterprises Started.

(From Our Regular Correspondent.)

TORONTO, November 1, 1911.—Conditions in the stationery trade throughout the Dominion continue favorable, and there is every prospect of a record holiday trade. On all sides general satisfaction is expressed with the situation. Manufacturing and wholesale establishments are busy and retailers have no complaints to make regarding slack trade.

The new Conservative administration at Ottawa is now in power. The cabinet selections made by Premier Borden are not generally regarded as being as strong as they might have been and there is considerable dissatisfaction in the Conservative party, but this fact does not alter the verdict of the Canadian people on the subject of reciprocity. It is a dead issue on this side of the international line.

There is to be a provincial election in Ontario early in December, but it is not expected that it will interfere at all with Christmas business. There is no doubt in any one's mind about the result. The present administration will be returned to power.

ARRIVAL OF CONNAUGHT HELPS TRADE.

The coming of Canada's new Governor-General, who arrived about the middle of October, has given a stimulus to the novelty and souvenir trades, who sold many articles bearing portraits of the Duke and Duchess of Connaught. As the royal couple will be visiting different parts of the country from time to time, there will be a continued sale of these novelites wherever they go.

There are few changes of importance to record in the trade this month. Conditions seem to be fairly stable, with a gradual expansion, most noticeable in the western provinces.

NEW STORES BEING OPENED.

The R. O. Smith Company, stationers and fancy goods dealers, Orillia, Ont., has leased the store adjoining its old premises and has opened a china, glass, brass goods and toy departments in it. This enlargement will enable the company to expand its stationery department in the old store.

The McMurray Book and Stationery Company, Frederickton, N. B., has made a \$3,000 addition to its premises.

Crowe Bros., stationers and druggists, Truro, N. S., have now one of the finest double stores in Canada. They do a large retail business in stationery and office supplies. Their new premises were opened recently.

William Tyrrell & Co., the society stationers, Toronto, Ont., will move into their

new store near the corner of King and Church streets, after the holiday trade is over. Meanwhile they expect to occupy their new up-town branch at Yonge and Bloor streets at once.

Follett & Cox, Toronto, purpose opening a high-grade stationery department in connection with their jewelry business in the new up-town retail centre at Bloor and Yonge streets, a good location.

NEW BUSINESSES STARTED.

There are several new stores being opened in Western Canada, where the country is being populated rapidly and many new towns are springing into existence. W. Findlay is opening a stationery store at Black Diamond, Alta.; John C. Calder is starting in business at Coronation, Alta.; H. A. Ware is launching the Ware Stationery Company at Moose Jaw, Sask.; J. B. Cliffe has opened at Kam-

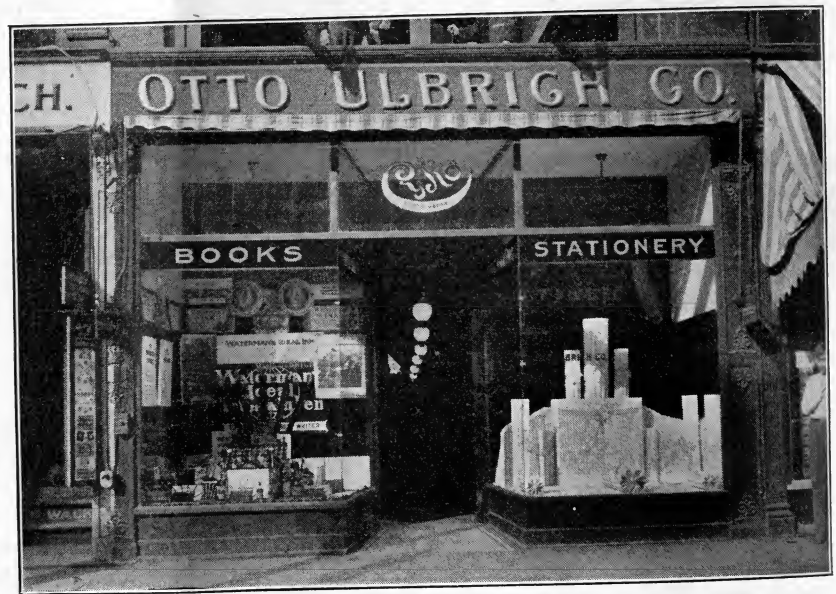
at Hamilton, Ont., succeeding A. H. Minshull, who has been appointed manager of the Halifax, N. S., branch.

J. L. Seitz, manager of the Peerless Carbon Company, Toronto, has gone to Europe with a view to developing an export trade in the office supply lines made by his company.

PERSONAL PARAGRAPHS.

Canada was not as well represented at the Buffalo Convention as it might well have been. E. J. Kastner, of the Waterman Pen Company, and C. F. Dawson came up from Montreal and Mr. Roden, of the Brown Bros., went over from Toronto.

George Hazen, who was manager of the stationery department of the McMurray Book and Stationery Company, Frederickton, N. B., has gone to Western Canada with a view to starting in business there.



VIEW SHOWING THE WINDOW TRIM OF THE OTTO ULBRICH COMPANY AT THE TIME OF THE BUFFALO CONVENTION.

loops, B. C.; Mrs. Harker has started a fancy goods and stationery establishment at Watrous, Sask.

A. J. Friesen has bought out the stationery business of Jacob Peters at Laird, Sask.

E. C. Rise has moved his stationery business from Petrolia, Ont., to Windsor, Ont.

OFFICE SUPPLY TRADE.

It is announced that the Knechtel Manufacturing Company, Hanover, Ont., manufacturers of furniture, has entered into an arrangement with the Weis Manufacturing Company, Munroe, Mich., to make its line of office furniture, etc., in Canada. Its plant will be enlarged for the purpose.

The F. N. Burt Company, Toronto and Buffalo, manufacturer of counter check books and other specialties, has taken out a permit for the erection of a \$30,000 factory building in Toronto.

F. L. J. Selden, of the head office staff of the Office Specialty Company, Toronto, has taken charge of the company's branch

Alex. Winter, stationer, Seaforth, Ont., died last month of rheumatism of the heart. He was very popular in the trade.

Miss Hattie Tweedie, Moncton, N. B., who is a keen business woman and runs one of the most progressive retail stationery establishments in Canada, paid her customary fall visit to Toronto in October.

F. I. Weaver has disposed of his stationery business in Berlin, Ont., and has accepted the post of manager of the Canadian trade journal, the Bookseller & Stationer, Toronto.

Cyril P. Smith, druggist, North Bay, Ont., has added a stationery and school supply department to his business.

Bevan G. Hay, the popular Canadian representative of the Eaton, Crane & Pike Company, was married on October 21 at Painted Post, N. Y., to Miss Emiline Clisdell, of Toronto, and is now on his wedding tour, visiting Philadelphia, New York and other American cities. W. A. C.



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BOSTON'S BUDGET

Printers' Cost Congress Will Produce Good Results—General Trade Conditions Up to Expectations—Notes of the Trade.

New England Office, THE AMERICAN STATIONER, 127 Federal St., BOSTON, October 31, 1911.

The Cost Congress, which closed its session here last Tuesday a week ago at the American House, will no doubt produce results which will be of inestimable value to the printing industry of New England as well as to commercial stationers. The struggle for printing orders has demoralized prices to the extent that few members of the craft really knew whether they were taking business at a loss or not. It is probably safe to say that at least forty per cent., if not more, of the printing orders placed in New England during the past few years have been handled by the printers at a loss to themselves. This has been brought about on account of the vast increase in the numbers engaged in this industry and the desire of many of them to keep busy at any cost.

The attendance at last week's congress surprised the most hopeful of those who had engineered the bringing together of the members of this trade, when over eight hundred members of the industry responded to the invitations sent to them. Valuable papers were read by those who had succeeded in the printing business and who had adopted systems whereby they were able to arrive at the actual cost of production. These advocated the adoption of more uniform methods by those engaged in the printing industry and to use every legitimate endeavor to hold for this section the many orders which are being placed by New England customers among printers in other sections of this country. The slogan "New England for New England" will occupy a prominent position in

the march of progress in the printing industry from this time on.

General trade conditions in this section continue to be up to expectations, which has materially benefited the trade among the stationers. With the passing of the Hallowe'en celebration today, further evidence of the fact that we are approaching the holiday season is found in the displays of holiday novelties seen among the wholesale houses and the large number of suburban buyers visiting the city. Anticipating a big holiday trade, local buyers have made large purchases in the foreign markets and expect to thoroughly clean up their stocks. Staple lines have been largely called for during the past week, while office and typewriter supplies have shown a slight increase in demand. With the let-up in the demand on the social stationers for wedding stationery, they are thus early beginning to feel the effects of the call for engraving for holiday papeteries.

The race for the championship in the Boston Stationers' Bowling League promises to be a close and exciting affair this year, as the teams are apparently very evenly matched. The Samuel Ward Company is at the present time leading the league, being one point ahead in the standing than the second team, Adams, Cushing & Foster.

A. Shaw Van Hise, representing the C. Howard Hunt Pen Company, was elected to membership in the Boston Stationers' Association at a meeting held last week.

L. Clyde Davidson, of Halifax, N. S., has been in Boston for several days buying for his holiday needs and also spent a few days in looking over the New York market before returning to Halifax.

At a meeting of the Boston Stationers' Bowling League the resignation of the Hill Smith Co. team was accepted and the New England News Co., team elected to membership in its place.

DEPARTMENT STORES EXPANDING.

The department store situation in this city has undergone greater changes during the past three years than was true of any time within thirty years. With the new million and a half dollar building now being erected by Filene's comes the announcement that the Gilchrist Company is to put up a new ten-story department store which will occupy a portion of its present site.

W. J. Chaplin, Boston manager of L. E. Waterman Company, left on Saturday for his usual three weeks round-up of the trade in Philadelphia, Washington and Baltimore.

Harry Weiss, representing L. Reich, of New York, has been calling on the local trade during the past week, displaying a line of eye shades.

PRAISE FOR MOORE'S NON-LEAKABLE.

The exposition of New England products, which has been held at the Mechanics' Hall for four weeks, closed on Saturday night with a record-breaking attendance. The *Exposition News*, a daily paper published in the interest of the exhibition, in speaking of the many New England products, said of the Moore's Non-Leakable Pen, "that it had a world-wide reputation, and the fact that it was manufactured in Boston was a surprise to most of the visitors at the show; that Adams, Cushing & Foster, the selling agents for Moore's Non-Leakable Pen, had been its exploiters from the time the pen was put on the market ten ears ago; that the line was a very extensive one, covering one hundred different styles, running in price from \$2.50 to a solid 14 karat pen at \$45. In conclusion it stated: "This is one of the high-grade articles of manufacture possessing 'New England quality' which has brought credit to New England industry."

A. A. TANYANE.

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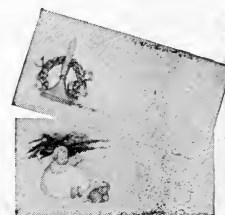
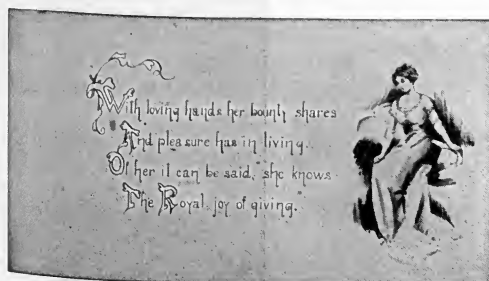
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12 Designs—6 Ladies, 6 Gentlemen.
 In Photogravure \$1.50 per gross.
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Xmas Series—6 Designs.

News of the St. Louis Trade

(From Our Regular Correspondent.)

St. Louis, Mo., October 30, 1911.—Business among the local dealers is rushing compared with the recent summer dullness, but on the other hand it is only fair in comparison with the volume that should be done at this time of the year. The stationers are not complaining to any extent, as all hold very optimistic views as to an improvement in the near future. Calendar pads and diaries are being shown throughout the city, and their sale to date is very gratifying. Many of the houses are receiving their Christmas papeterie and other goods, which keeps them busy putting it in stock for the holiday season. Although Christmas is still distant, many of the local dealers are now preparing for the rush, and, from the size of their stocks, it is safe to presume that a record year is imminent. At the time of writing all the St. Louis delegates who were in attendance at the National Convention at Buffalo have arrived home. The crowd scattered on their homeward journey from Buffalo and took divers routes, some returning by way of Chicago and some going on to New York.

PLEASED WITH CONVENTION AND BUFFALO.

Every one of the delegation expressed themselves as having a delightful and pleas-

ant time. The sentiment of the entire St. Louis Stationers' Club was that the Buffalo convention was the most successful one ever held. They are now looking forward to next year's convention at Omaha.

George Courts, of Galveston, Tex., spent several days in town recently on his way to Chicago. His time in St. Louis was occupied in discussing National Association problems with several local men.

The Missouri Glass Company, a new entry in the stationery field, is going to change its firm name to the Bryant Stationery Company. It is well pleased with present conditions, and look for brighter prospects in the near future.

The Severson Printing and Stationery Company has just completed alterations on its store front. The front has been enlarged so as to give the company two large and showy windows. It reports business as being "O. K.," and looks for a big increase on account of its improved facilities. Mr. Severson was an enthusiastic member of the St. Louis delegation at Buffalo.

Advance cards have been received from Harry Heyman, of Eagle Pencil Company, and A. S. Richter, of American Pencil Company.

Among the traveling men in town recently were: Angy Thomas, of E. Faber; R. G. P. Bugg, of Frank A. Weeks Com-

pany; Mr. Meyer, of Boorum & Pease Company; S. E. Baxter, of Cushman & Dennison; M. S. Dimmitt, Concinnati, Ohio; H. E. Africa, of J. C. Blair Company; Louis Cloake, of Tyer Rubber Company; Will M. Martin, of Consolidated Playing Card Company, and Mr. Kneeland, of G. T. Sutterly Company.

SOUTHWEST.

What a Ton of Blotting Will Do.

It has leaked out that the champion series of baseball between the Athletics of Philadelphia and the Giants of New York could never have been played except for the forethought and rapid action of John Timorous Gibson, of the Wrenn Paper Company, Middletown, Ohio, says the Paper Trade Journal. When the ball field in Philadelphia had been turned into a quagmire from the incessant rains, and playing was so impossible as to make an indefinite postponement inevitable, Mr. Gibson, backed by the Wrenn Company, arrived in town and saved the situation. After a serious consultation with his friend, William Harmony Thompson, it was decided to try heroic measures. The two Middletown celebrities and twenty stalwart assistants went to the sod-soaked field, and with a ton of blotting paper dried it with one application to a depth of two feet below the surface, and the games went on.



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BULLETIN No. 2

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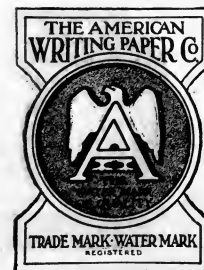
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Pre-eminently appeals to people of culture. It possesses the fascinating charm of the English "twilight" so familiar to travelers abroad. "Twilight Gray" is a shade that harmonizes readily with all colors.

"TWILIGHT GRAY" Royal Irish Linen with WHITE BORDER on the note sheets and envelopes is particularly striking and artistic, and is the acme of good taste.

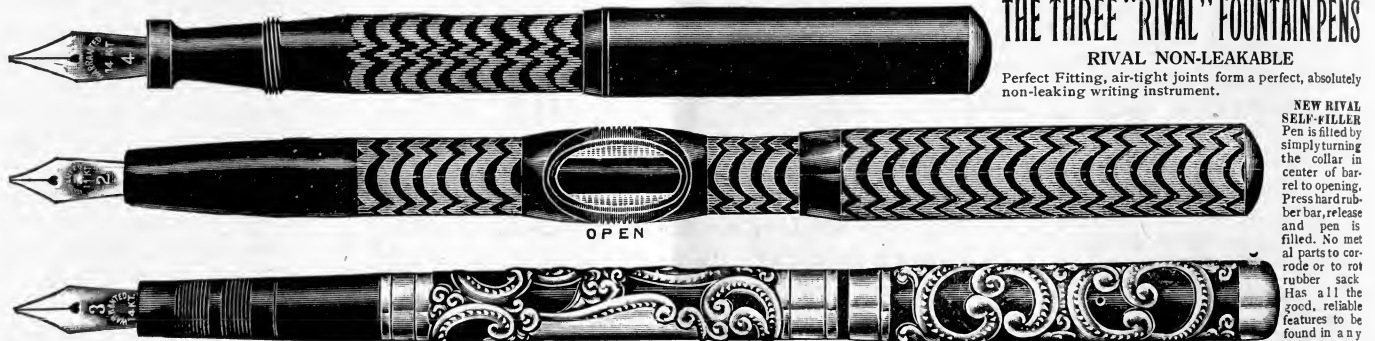
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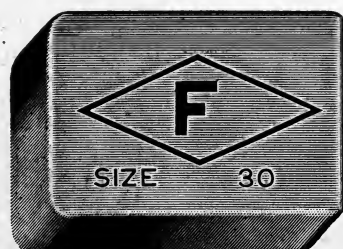
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Made in 5 sizes: 20, 30, 40, 60 and 80 to a box, in convenient oblong blocks.

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TRADE ITEMS

While general business has been affected by the trust prosecutions which culminated last week in the suit against the Steel Trust, still the reports from the stationery trade indicate the continuance of fairly satisfactory conditions. The Hallowe'en trade with the retailers, which closed on Tuesday, was, from all accounts, very heavy. With this business out of the way, the stationers will from now on be kept busy preparing for their holiday trade. This, in conjunction with their trade in staple articles, will keep them busy till after the first of the year. There is, therefore, little prospect of a let-up in the stationery business in the immediate future. The fact is that the political disturbance and the trust-busting programme of the national officers have come at a time when the social and commercial stationers are always busy. For that reason the trade has not felt the depressing effect of the business scare to the extent that other lines have. The jobbers are also doing a fairly good business, but, as acknowledged by one of them this week, "it takes a lot of hustling to keep our sales even a little ahead of the record of last year." Because of the fact that the manufacturers take orders far in advance, their lines have been affected somewhat by the commercial disturbance due to the mix-up in politics and the prosecutions of the trusts.

Buyers who visit New York for their holiday goods are sure of a quiet and profitable half hour if they drop in at 15 John street, that city, and be taken up to the third floor, where they will see what can be done in their own stores with supplies of goods made by the Dennison Manufacturing Company. On the floor will be found three model show windows in the shape of wall cabinets, in which

are shown sample displays of Dennison goods which give the visitor an idea as to what can be done with them to make the windows effective. Besides the model windows, there are also two large show cases which are used to feature various merchandise, displaying the same to the best advantage. At one side of the room is a section of a model store, in which is shown the possibilities of the Dennison line, its beauty and attractiveness, when grouped together instead of being scattered about. Another feature of the display is a Sample Cabinet which shows in compact form all the various products of the company pasted on cards. By this method a customer can make a selection from the goods themselves instead of from the catalogue. Besides the features mentioned, there are others that might be mentioned if space permitted. One thing that should be added for the benefit of storekeepers is the decorative effect of crepe paper as shown on the ceiling on this floor. Visiting stationers in New York are invited to call at 15 John street.

F. D. Whitney, of the Tower Manufacturing & Novelty Company, 306 Broadway, New York, will exhibit holiday goods, school supplies and commercial stationery at 1215 Market street, Philadelphia, for the week beginning November 13. Stationers in this locality might do well to keep the date in mind as Mr. Whitney believes that he has an assortment that is worth while seeing.

D. W. Beaumel & Co., the well-known makers of Rival fountain pens, are at this season busy on their general line filling orders for the holiday trade. New business from the West, recently brought back by W. D. Beaumel, has increased the activity of the concern's factory to a considerable extent. In addition to its holiday trade, the Beaumel firm has ex-

port orders on hand that will help keep it busy for some time. In speaking of the trade Mr. Beaumel said that the demand for Novelty pens shows that business, particularly in the non-leakables, "was on the increase." His firm, he said, had made application for a patent on its new self-filler on the ground that it is entirely different from anything else on the market.

Mr. Abraham has opened a book and stationery store at Porcupine, Ont., a new gold-mining camp.

The S. T. Smith Company, 11 Barclay street, New York, manufacturers of typewriter ribbons and carbon papers, also manufacture a complete line of typewriter linen papers as well as manifold flimsies. These flimsies or manifold tissues are used largely in newspaper offices and for train order books. The company supplies them in various weights from 4½ to 10 pounds in white, yellow, and manila covers. Any dealer who wishes samples of the concern's products will be supplied upon application to them at the address given.

The United States Envelope Company has declared a special dividend of 1 per cent. on its preferred stock in the line of making up the accrued cumulative dividends, which, with this paid, will be reduced to 7 per cent. The company is to pay off \$500,000 of its bonds this winter, and is working along toward dividends on its common stock.

The Weeks-Numan Co., of 39 Park place, New York, has just issued Supplement No. 2 to its Catalogue No. 1. The supplement is paged consecutively to fit in at the end of the catalogue. Stationers who would like to secure a copy of the supplement should write in to the company at the above address.

In overruling a protest filed by Bernard, Judae & Co., of New York, the Board of General Appraisers this week held that

There is an Undeniable Charm

in Hurd's Suede Finish. The beauty and clearness of its texture, its delightful finish and perfect writing surface, and its general richness make it an ideal writing paper, exerting a powerful influence over the person of discriminating tastes.

We make it in 50, 60, 70, and 80 lb. weights, and in White, Cream, Pearl Gray, and many rich and refined colors, including the new Steel White.

Our two new birth announcements are very dainty and attractive. They are very reasonable in price.

HURD'S
FINE STATIONERY

GEORGE B. HURD & CO.

Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

chains composed of glass beads strung on strands of cotton thread in a substantial manner, having a snap attached for fastening to fans or other articles, are not "toys," but are articles used by adults.

E. H. Gueren, stationer, of Corona, New York, will occupy a part of a new building in that town, the ground for which was broken last week.

The Bunce-Kinder Company, of Buffalo, New York, has filed a certificate of incorporation. The company, which is capitalized at \$20,000, plans to conduct a general bookbinding and printing business, making a specialty of leather art work. The directors are Daniel J. Bunce, Louis F. Kinder and Emory T. Lyon.

A fire which originated from some unknown cause in the rear of his store last week did about \$300 worth of damage to the stationery store of Jacob Guralick, at 85 North Seventh street, Brooklyn, N. Y.

The Sioux City Postcard Company, of Sioux City, Ia., capital stock, \$10,000, filed articles of incorporation last week. The incorporators are Frank H. Abbett, Harley S. Rounas and Fred C. Small.

The Typewriter Trading Co., of New York, was incorporated this week to deal in typewriters, office supplies and machinery; capital, \$10,000. Incorporators: A. K. Goodrich, Hasbrouck Heights, N. J.; Chas. H. Leary, 1585 Union street, Brooklyn;

Fredk. Stephen, 225 Madison avenue, Glendale, L. I.

The Mechanical Advertising Co., of New York, was incorporated last week to manufacture advertising machines and devices; capital, \$30,000. Incorporators: Edward Callahan, Hartford, Conn.; Richard Butler, 1145 Broadway; A. L. Friedberg, 150 Nassau street, New York City.

Robert Mason, of What Cheer, Ia., has left for Muscatine, that state, where he moved his Ideal Novelty Pencil Co., plant. The boosters down there made him a tempting offer to move there, so he accepted and packed the plant. He has received orders from all over the country, but it takes considerable cash to swing such a deal and Muscatine people have promised to furnish sufficient funds to keep the business running to its full capacity, and he expects to give employment to fifteen men at once. Muscatine parties alone ordered \$1,000 worth of pencils, and the many other orders will keep them busy for several weeks.

"Sticking strictly to business, with a good business to stick to," is the slogan of James T. Young, just opening a postcard, stationery, and novelty business in three rooms on the fourth floor of the Fisher building, Johnstown, Pa. He bought out the business of Crouse Brothers.

The New England Envelope Company,

manufacturer of commercial envelopes at Worcester, Mass., is to double its present capacity, and in order to get the room the Day Building Trust, owners of the property, is to build a five-story addition to the factory. The permit for the work has been taken out. The new building is expected to be ready for occupancy in about three months.

Every year with the approach of Christmas up rises the old cry that the "vogue" of the Christmas card is dying. It is not dying this year yet, for Sir Adolph Tuck, the head of the noted publishing house of Raphael Tuck & Sons, says this Christmas the post office will be harder pushed than ever it was to dispose of the heavy bags of Christmas cards that will be sent out.

To brag of your charities is discreditable; of your successes, despicable; of your intrigues, contemptible.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK

NEW AND WINNING NOVELTIES

HETCHELED FLAX

Having a fabric surface resembling the coarse woven flax cloth worn by our forefathers. Artistic and Attractive.

ALSACE LINEN

An entirely new and smart Conceit showing a small check of a dainty pattern, beautifully finished. Sure to be a winner.

CALEDONIAN CHECK

A charming plaid effect in a pleasing and stylish weave, carrying with it a real touch of the Heather.

These three companion papers are supplied in Ream Goods in all the fashionable sizes, also in Pound Goods and Papeteries.

The decorations in all the various forms are artistic and novel.

Now being shown by our representatives and Sales Branches

Eaton, Crane & Pike Company

PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



QUAKER CITY NOTES

Business in Staples is Still Quiet, but With an Upward Tendency—Big Hallowe'en Trade—Minor Items of Interest.

(From Our Regular Correspondent.)

PHILADELPHIA, November 2, 1911.—The stock of Harry A. Cohan, the South street jobber whose financial embarrassment brought involuntary bankruptcy proceedings, has been entirely disposed of by auction. The results showed that the highest lump-sum bid of \$1,100 was exceeded by the sum of the bids for the stock as units, a total of about \$1,600 being thus realized. The major portion was purchased by Henry Rosenstein, of New York.

The stock of the Miller, Lyons Company, jobbers, Sixth and Market streets, a firm which only established itself in business a comparatively short time ago, is also being sold out, the firm having announced its retirement. George E. Mousley was a large purchaser of tablets.

A NOVELTY IN LINING PAPER.

M. J. Earl, of Reading, Pa., is introducing a novelty which is finding a ready sale namely—shredded wax paper for use in lining Easter and Xmas candy baskets, egg nests, etc. It comes in packets retailing at 5 cents and in purple, green and white. Mr. Earl claims the benefit of a sanitary product and one that will not stick to candy.

D. W. Irwin, one of the leading West Chester stationers, is about to retire from business for reasons of health. He has not yet concluded arrangements for a sale of his establishment.

George E. Mousley spent part of the week in New York placing orders.

The Neostyle Company has advised the trade of its purpose at an early date to send a special representative to demonstrate its 1911 Rotary Neostyle, which automatically prints hand or typewritten matter for fifteen cents per thousand.

The Library Bureau is showing the office device equipment which it is building for the Curtis Publishing Company's mammoth new home, 6th and Walnut streets.

VISITORS SEEN IN TOWN.

Trade visitors in town or shortly expected include: J. N. Holland, of the Dixfield Toothpick Company, Dixfield, Me.; S. H. Lichty, of Graham Bros. and Company, New York; W. J. LeMoin, of the Ames-Bonner Company; William B. Snyder, of the White & Wyckoff Manufacturing Company; M. A. Dreyer, of M. Gropper and Sons, and M. Grumbacker, New York.

The Hallowe'en business just closed has been all that the high expectations of the last few weeks anticipated. Stocks were generally well sold out. Staple business is still quiet but with a continued tendency towards improvement.

E. R. G.

New Design in Playing Cards

The United States Playing Card Company, of Cincinnati, and 685 Broadway, New York City, is showing some special designs in poker chips which for beauty of workmanship and coloring have never been equaled. The company has always been strong on this class of goods, but the assortment and the sale of them have never been so extensive as they are at the present time.

In speaking of poker chips, Mr. Crusius, manager of the New York office, had something to say also about the recent convention at Buffalo. He spoke of the good work being done by the National Association, as well as of the social features of the convention, having in mind the meeting of some of his old friends whom he had not seen in years, and later receiving from them substantial souvenirs in the shape of good orders for the old stand-bys, Bicycle playing cards. Mr. Crusius is an old conventioner, and when he speaks on them he knows what he is talking about.

Make your fall business hum, with appropriate window displays, and good convincing advertising.

A good salesman is like a woman in her wisdom: If he has more sense than his customer, he uses some of the sense to conceal the fact from him.

BRIGHTEN UP Your Stationery in the OFFICE, BANK, SCHOOL or HOME by using WASHBURN'S PATENT PAPER FASTENERS.

75,000,000

SOLD the past YEAR should convince YOU of their SUPERIORITY.

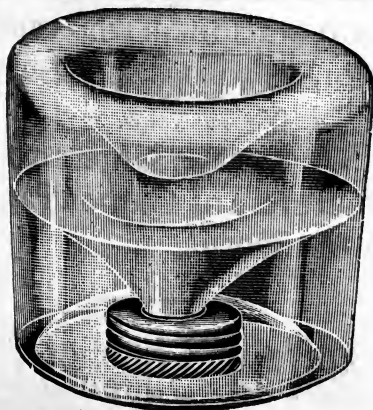
Trade O. K. Mark

Made of brass, 3 sizes. In brass boxes of 100. Handsome, Compact, Strong. No Slipping, NEVER!

All stationers. Send 10c for sample box of 50 assorted sizes. Illustrated booklet free.

The O. K. Mfg. Co., Syracuse, N. Y. NO 1 B

NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

FRANK A. WEEKS MFG. CO., 93 JOHN ST., NEW YORK

The Best Pencil for the Clerk

the pencil we recommend as the *best* for *all* discriminating users is the

"KOH-I-NOOR"

It is the most satisfying, combining both quality and economy. Made in 17 degrees and for sale by

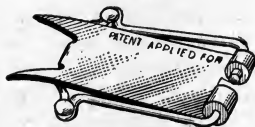
KIMPTON, HARBOTTLE & HAUPT
132 William Street New York

MADE BY L. & C. HARDTMUTH IN AUSTRIA

Novelties for the Trade

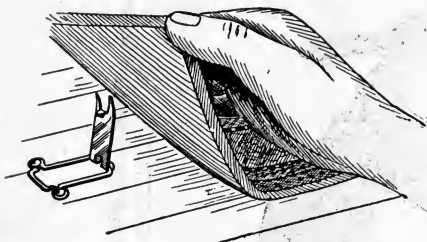
RUG FASTENER

A new article that stationers can handle to good advantage is the Hampden



Rug Fastener and Stretcher, which has just been put on the market.

In using the Hampden there is no sewing or pounding required; it is made entirely of one piece, and is attached to the floor as a whole with two small brads. The pronged hinge shown in the illustration engages the rug at the desired point; it is then simply pressed down from above, when it snaps, the rug is locked into position, and held firmly until released by a quick upward pull on the rug. At the same time it stretches the rug sufficiently to make it lie smoothly throughout its entire area. With the old-style fastener, one piece is attached to the floor, another to the carpet. When the rug is taken up, cleaned and put back—it invariably has been altered some in



size, and it will not fit the old fastenings. Such fasteners have to be taken up and new ones put down, because they will only work in one position. With the Hampden nothing is fastened to the rug. The whole thing is on the floor. Any change in the rug size does not affect the efficiency of the Hampden. The fasteners retail at six for 25 cents. There is a liberal discount to dealers. The fasteners are made by the Hampden Manufacturing Company, 108 Fulton street, New York. Samples will be furnished on request.

EMBALMED FLOWERS

One of the most taking little novelties to be seen in the New York market is the line of dried and embalmed flowers which A. L. Salomon & Co., of 345 Broadway, are now showing. These are natural flowers that have been subjected to either an embalming or drying process whereby they retain for a few years their

natural colors and general appearance. They consist, as a rule, of small plants that stand about seven or eight inches high, and are intended to be used as favors, one being placed at each guest's plate.

Special attention is called to a Christmas wreath about 7 x 9 inches in size, that is made of embalmed holly leaves and berries. These are fresh looking and present a perfectly natural appearance. As they retail for only 25 cents,



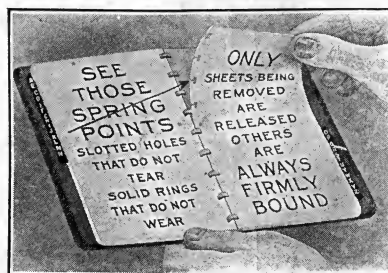
they should meet with a ready sale for Christmas decorations.

WATERPROOF CREPE PAPER

On page 7, this issue, the Tower Manufacturing & Novelty Co. is advertising its new Papyrus Waterproof Crepe Paper. This is for decorative purposes, covering flower pots, making lamp shades, fancy hats and is excellent material for shelf-lining, window dressing and all other decorative purposes, taking the place of lace curtains or portieres. It is absolutely waterproof, and is one of the best articles of its kind on the market that retails at 25c., making a large margin for the retailer. The paper costs 12c. each, or \$11.50 per hundred rolls, 10 feet to the roll.

LOOSE LEAF DISPLAY CARD

The cut herewith is a reproduction of the display card which the New Standard



Loose Leaf Book Co., 80-82 4th avenue, New York, is supplying to the trade. The original is 11 x 14 and is done in colors, red, black, gold and silver and embossed. It illustrates to a nicety the removal of a sheet and at the same time attracts the at-



In the usual course of business we well recognize that the Stationer requires no assistance from the manufacturer, but when it is a question of bidding on large contracts and of submitting not only the right price but also offering the most suitable Carbon Paper then we as manufacturers frequently have been in a position to give true aid to the stationer.

We do not consider it our province as manufacturers to seek business direct from the consumer and we do not do so but we are at all times ready to go to him as cooperator and partner of the stationer. Many of our largest contracts have been obtained from stationers who called upon us to assist them to bid successfully.

We are the largest manufacturers of Carbon Paper in the world.

Manifold Supplies Co.

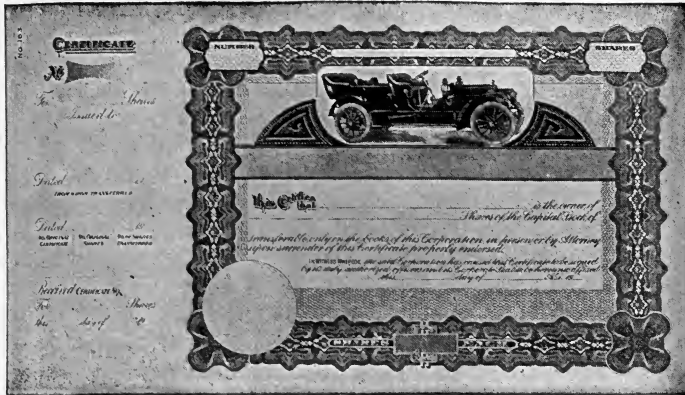
A. L. FOSTER, Pres. O. G. DITMARS, Vice-Pres.

180 THIRD AVENUE
BROOKLYN, N. Y., U. S. A.

Every Stationer and Printer should have them.

Established 1879
GOES
CHICAGO.

Originators and Producers of The Blanks of Quality.



Reduced fac-simile of one of our 151 styles of Stock Certificates.

Lithographed Stock Certificates and Bond Blanks

The finest and most complete line on the market.

- 151 Styles of Stock Certificates, suitable for every industry and more to follow.
- 15 Styles of Bond Blanks for municipalities and corporations.
- 10 Styles Diploma Blanks for Colleges, High and Public Schools.
- 2 new Styles First Mortgage Real Estate Notes.

Let us figure on your next order for anything special in the line of Posters, Hangers, Show Cards, Labels, Color and Commercial Lithographing of any description.

We aim to serve the Stationer and Printer.
Send for samples and prices.

1912 Calendar Pads, 72 styles and sizes.
Original and artistic designs.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, President

61st and Clark Sts. — WE LITHOGRAPH FOR THE TRADE — Address Dept. A. S.

The Miehle
The Miehle
The Miehle
The Miehle

High-Speed, Four-Roller, Front Delivery, Table Distribution Book and Job Press. Made in eleven sizes, from 26 x 36 to 48 x 65. Built to do the finest class of printing. Specially adapted for half-tone work both in black and in colors. It is the standard flat-bed press of the world to-day, as the producer of a greater quantity and finer class of work than any other press.

High-Speed, Two-Roller, Front Delivery, Table Distribution Book and Job Press. Made in six sizes, from 30 x 42 to 45 x 62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

High-Speed, Two-Roller, Rear Delivery, "Rack and Pinion" Distribution Job and News Press. Made in five sizes, from 30 x 42 to 43 x 56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more especially adapted is newspaper and poster work. Felt packing used. It is very fast.

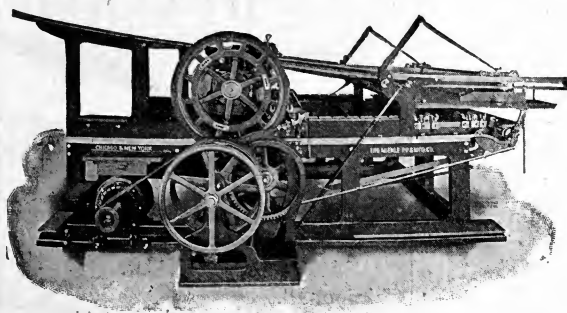
High-Speed Pony Press. Two-Roller, Rear or Front Delivery, "Rack and Pinion" or "Table" Distribution Made in two sizes, 25 x 30 and 26 x 34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR SHEET DELIVERY, which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses, with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS AND OTHER PARTICULARS ADDRESS

MIEHLE PRINTING PRESS & MFG. COMPANY

CHICAGO, ILLINOIS, U. S. A.



Main Office and Factory:
14th and Robey Sts.

South Side Office:
326 South Dearborn St.

New York Office: 38 Park Row

Boston Office: 164 Federal St.

Philadelphia Office: Commonwealth Bldg.

San Francisco Office: Williams Bldg.

Dallas, Texas, Office: Juanita Bldg.

Paris Office: 23, Avenue de Gravelle, Charenton (Seine)

Berlin Office: Grunewaldstrasse 6, Steglitz-Berlin

tention of the possible buyer. These cards are supplied to customers.

OFFICE KNIVES

The Victor Office Knife, which is one of the new articles recently put on the market by the Weeks-Numan Company, of 39 Park Place, New York, is a valuable addition to the equipment of an of-



fice. These knives are made of the very best quality of steel, and are absolutely guaranteed. They come with ivory handles with two blades, and are made in two sizes, the blades in each being $3\frac{1}{4}$ and $3\frac{3}{4}$ inches. The larger knife is done in silver nickel and the smaller one in polished steel. Prices will be given on application.

THE ELKS' ELK

The Weeks-Numan Company, of 39 Park Place, New York, is now ready to supply the trade with the official emblem of the Benevolent Protective Order of Elks. A picture of the elk is shown herewith. It is made of white metal, cast, is hand painted, and for naturalness and coloring is a perfect miniature of the living animal. The beautiful desk or mantel ornament stands 8 inches high by $8\frac{1}{2}$ inches long. The length of its antlers is 4 inches. It should appeal to the B. P. O. of Elks, which is now 500,000 strong.

SMOKERS' SETS

An attractive line of brass smoking sets is that now on view in the show rooms of A. L. Salomon & Co., 345 Broadway. One of these sets comes in four pieces, and consists of tray, ash receiver, cigar cup and match holder. The tray and the other articles carry an antique design which gives them the appearance of a really high-class article. This set sells to the trade at \$8 per dozen. Another style is that which is supported by a brass rod $2\frac{1}{2}$ feet high, the set being intended to stand on the floor instead of on the table. The material is brass, which is highly polished and artistically designed. This style sells at \$18 per dozen. Another four-piece set is one that has an extra large tray, and carries a very plain design. All of these articles make a very attractive appearance.

Besides the smoking sets above described, Mr. Salomon has on display an assortment of ash trays and match holders which come in plain brass and silver effects. These make valuable little pres-

ents for the "men folks." They can be retailed at 25 cents each.

Marcus Ward's "Twilight Gray"

Marcus Ward Company is now making its "Royal Irish Linen" paper in the new and fascinating tint which the company calls "Twilight Gray," as the color calls to mind the charm of the English twi-

light, so familiar to travelers. It is a shade that harmonizes readily with any other color, and looks particularly well when stamped from an address or monogram die in white. "Twilight Gray" "Royal Irish Linen" can be had with a white border on the note sheets and envelopes, which, while striking and artistic in effect, is in absolute good taste.

Marcus Ward Company has got out a show-card which it sends with all orders for "Twilight Gray" paper and envelopes



to assist the dealer in bringing the new shade before the notice of his customers.

Samples and prices can be had on request from the Marcus Ward Company, 116-124 39th street, Brooklyn, N. Y.

Arrested for Forgery

A man who gave his name as W. H. Stone recently passed a lot of bad checks in Portland, Ore., and in other far-western cities. He represented himself as a stationery and office furniture salesman

and succeeded in passing checks for from \$150 to \$200.

Because of complaints made by merchants in Portland a general alarm was sent out by the police of that city, asking that he be arrested on sight. As a result of this alarm Stone was arrested in San Francisco last week. The police say that he is a professional forger.

NEW PATENTS

Messrs. Davis & Davis, Washington, patent attorneys, report the grant this week, of the following patents:

- 1,005,329—Pencil Sharpener. J. D. Schmidt, New Orleans, La.
- 1,005,387—Fountain Pen Filler. R. W. Whitney, Cleveland, Ohio.
- 1,005,388—Loose Leaf Binder. H. J. Wiegand, Milwaukee, Wis.
- 1,005,403—Filing Case. C. P. Zoerb, Napa, Cal.
- 1,005,422—Loose Leaf Binder. E. H. Elder, Chicopee Falls, Mass. (2 patents).
- 1,005,451—Bill File. W. Molenaar, Paterson, N. J.
- 1,005,559—Loose Leaf Binding. H. W. Knautz, Chicago, Ill.
- 1,005,614—Classifying Index with Movable Tablets Carrying Cards. L. E. F. David, Paris, France.

- 1,005,632—Band Dating Attachment For Self-Inking Hand Stamps. H. S. Folger, Chicago, Ill., and A. M. Comstock, Muskegon, Mich.
- 1,005,679—Inking Pad. A. Woodruff, Auburn, N. Y.
- 1,005,879—Device for Opening Envelopes. E. E. Ries, New York, N. Y.
- 1,006,050—Fountain Pen. J. Blair, New York, N. Y.
- 1,006,115—Physician's Account Book. L. Metzgar, Fremont, Ohio.



- 1,005,924—Eraser for Ink, Pigments and the Like. F. H. Baldwin and W. Graff, New York, N. Y.
- 1,006,199—Envelope. J. Fridrich, Passaic, N. J.
- 1,006,270—Copy Holder. F. Planert, Chicago, Ill.
- 1,006,329—Writing Pad Holder. R. E. Wiggins, Natchez, Miss.



Inter-Inter Filing Cabinets

Patented June 4, 1907.

Are Now Made In Units



The addition of outside cabinets in units to the Inter-Inter line makes it just about 100 per cent. perfect. This line offers horizontal and vertical expansion, with every intermediate step in the development of a complete office equipment, a perfect cabinet.

The Inter-Inter principle of interchangeable interior applies to the units as well as the four opening cabinets, so that a system may be arranged and rearranged or added to whenever desired, and still preserve a harmonious appearance with the original purchase.

These units are built with heavy square edge pilasters and lock together automatically, to prevent tipping forward when a drawer is pulled out, although they may be instantly and easily detached. Bases are provided into which may be placed long or short legs. These legs are also built on the Inter-Inter principle, so that it is necessary to use but one leg at intersection of cabinets. Every consideration of appearance and utility is provided for.

Made in quartered oak, golden or antique, wax finish, and in mahogany, varnish finish, rubbed dull. Prices and discounts on outside units, bases and legs, on request.

The Macey Co.

GRAND RAPIDS, MICHIGAN

"DIFFERENTNESS"

That's the Word That Spells Success in
Window Dressing and Card Writing—
Aroused Curiosity Leads to Sales.

A. A. BELANGET.

(Written for THE AMERICAN STATIONER.)

Some time ago our firm bought a large quantity of self-filling fountain pens—pens that had never been advertised and therefore not known to the public. The pens, naturally, did not sell very fast, not because of inferior quality, but for the reason quoted above.

In the few years that I have been trimming windows I have learned, to my employer's satisfaction, that the public is curious and easily drawn to a window showing things that are "different" or displayed in a "different" or original manner. It is not good policy to give trade secrets away, but I can't resist the temptation to

THE SIMPLOFILLER

SELF-FILLING WRITING
INSTRUMENT for QUICK
and ACCURATE WORK

FULLY GUARANTEED

and:

Here's Something You
Have Been Looking For

A PERFECT WRITING TOOL

\$1.50 AND UP

and again:

ITS SIMPLICITY WILL
APPEAL TO YOU

Come in and we will "show you"
why we are so enthusiastic over it.

\$1.50 EACH

show you how easy it is to sell goods if you only "know how."

As I said before, this unknown fountain pen did not make much of a hit with our patrons—and I'll tell you another secret—the customer was not wholly to blame for his lack of enthusiasm, the salesman was partly to blame himself. He, the salesman, not having heard of the pen, and not having enough gumption to investigate, would suggest some other well-known pen, much easier to sell, and our poor friend the "unknown" would be forgotten.

Lack of proper enthusiasm on the part of the salesman has killed more sales than anything else I know of. It is contagious, and the customer feels it.

About a week ago my employer suggest-

ed that we give the pen a trial in our windows, in a way that would attract unusual attention. I went to work at once with enthusiasm and made a display that had to be recognized by the passersby. That was my aim in the first place anyway, and I was glad to see that I had succeeded in that, at least, but I've been preaching "talking windows" for so long that my task was only half completed.

What kind of a sign should I display so as to get the onlookers curious? What I wanted was a sign that would act as a magnet to draw the patrons inside—a person inside our store is worth fifty outside. (Applause.)

I racked my brain (and that's quite a job) for some catchy phrase, and at last I concocted three signs, as shown herewith:

Notice that there's nothing said about a fountain pen? I call it a "writing instrument" and a "writing tool."

You would be surprised at the number sold—and we have discovered another thing worth while, and that is that the pens are really of superior quality. The clerks were imbued with some of my enthusiasm and sold the pens like "hot cakes." The "unknown" is now a favorite.

Have you guessed what made them sell? The words "instrument" and "tool" aroused the onlookers' curiosity, and that's all.

Think it over, Mr. Stationer.

Window Trimming Abroad

A gentleman connected with the trade who has just returned from a trip abroad says that he was constantly reminded of home by the prevalence of Waterman signs which he saw almost everywhere, even at Como, Italy, where he made a brief stop.

Another thing that impressed itself on this gentleman's mind was the fact that the Europeans seem to have got window dressing down to a fine art. This, he said, applied to all kinds of stores, even delicatessen and butcher shops trimming their windows in a most artistic fashion.

One wrinkle in window dressing that caused this gentleman to doubt the superiority of Yankee genius was the arrangement generally used abroad of having the interior framework of the window set on wheels so that the dressing can be done back in the store where there is plenty of room. When all finished the stand is pushed right into the window. By this method the trimming can be done to the best advantage and the best possible effects obtained.

Don't begin with "How's business?" when you are after a man's business. If it's "all right" chances are he doesn't need what you have to offer. If it isn't "all right" you've touched a sore spot right at the beginning.

Readers of THE STATIONER are invited to send in questions relating to their business.

Disease By Means of Books

Wm. R. Reinick, of the Free Library of Philadelphia, is preparing a paper upon "Books as a Source of Disease," to be read before the next "International Congress of Hygiene," and in order to obtain data, respectfully requests the readers of THE STATIONER to send him an account of any cases, the sources of which have been traced to books or papers, or where the evidence seemed to make books or papers the offender. He would also further request information where illness or even death has been caused by the poisons used in book making.

All the information possible is wanted to present as complete a paper as possible. As in the case of insects which we now know to be "carriers of disease," it is first necessary to collect the scattered evidence in order to show that there is real danger in books; and this will compel better care to be taken of libraries and books and improve the health of mankind.

Postmaster Will Censor Post Cards

According to a press despatch received from Chicago on Tuesday of this week it is stated that:

"A crusade against objectionable post cards has been started by Postmaster D. A. Campbell, who yesterday appointed censors at all Chicago sub-stations. The three chief kinds of pictures ordered barred from distribution are:

"Men and women kissing.

"Women in abbreviated costume.

"Animal pictures.

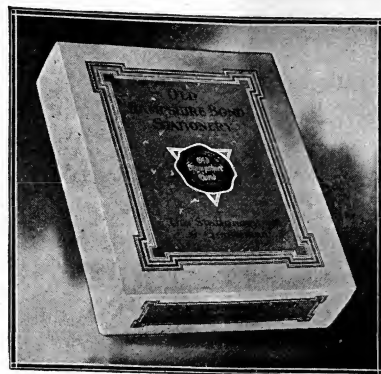
"Not one postal card in a hundred bearing the picture of an animal is fit to be exhibited in public," said the Postmaster.

"For each objectionable card which is delivered," said Mr. Campbell, "the superintendent of the sub-station will receive ten demerits, or one point. When he has received forty-one points off his rating his salary will be reduced. When his rating falls below thirty points he will be discharged."

The above despatch is reprinted just as received, although the prohibition on "Animal Pictures" is not clear, and for the inclusion of which some further explanation will, no doubt, be forthcoming.

In his crusade against obscene cards, the Chicago Postmaster has the support of THE AMERICAN STATIONER, as this paper has always advocated their suppression.

The Hamilton Autograph Register Company, of Dayton, Ohio, has closed a contract for the construction of a large addition to its plant in Lindenwald. This new addition will be 40 x 75 in dimensions and will be of great service to the company in making possible the filling of its orders. The rapid growth of the business has made an enlargement necessary and work on the building will be pushed speedily.



THE NEW BOX.

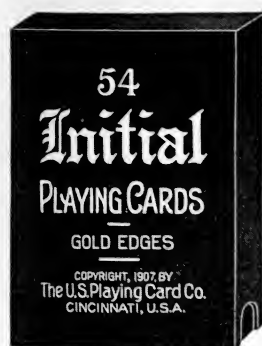
We have received more than the usual number of compliments on the new box we have just adopted to carry "The Stationery of a Gentleman" to its many users. Perhaps the old box was not fully in keeping with the quality of paper it contained. In any case the new one leaves little to be desired.

Old Hampshire Bond Stationery

is very steadily increasing in demand. There is no real substitute for it and it will be much more profitable now to sell your customers the paper they will eventually buy. Our advertising is creating NEW business—that alone is worth considering. Let us send you sample box.

HAMPSHIRE PAPER COMPANY

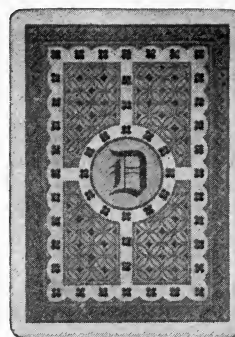
SOUTH HADLEY FALLS, MASS.



No. 54. INITIAL

PLAYING CARDS, GOLD EDGES.

ALL LETTERS OF THE ALPHABET.



Initial cards give an individual touch to card parties.

One letter for all tables, or different letter for each table, thus spelling the name of a club, giving the initials of the hostess, or of some honored guest, etc.

Back design, decorative art in colors and gold — two combinations for Bridge Pairs.

The United States Playing Card Company,
Cincinnati, U. S. A.

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

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THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

Mr. Charles W. Hughes, of Mechanicville, N. Y., in renewing his subscription, writes: "THE AMERICAN STATIONER has been an indispensable feature of my business."

MEET TOGETHER?

It is an interesting suggestion that comes from the Philadelphia Association this week that all National associations in the stationery and allied trades hold their annual conventions at the same time and place; that is in the same city on the same dates. So well was this suggestion received in Philadelphia that the members of the local association voted to at once put the idea into practice by deciding to hold their next meeting and dinner conjointly with the Printers' Craftsmen of that city.

As stated in the report on page 3 of this issue there is no thought of an amalgamation of the various associations, the purpose of such simultaneous meetings being "the common good." And that good would result there is reason to believe as by the new plan greater interest would be shown in the meetings, and a larger attendance assured because of the greater prestige that goes with attending a big gathering. The other argument in favor of the plan is that many members of the trade are also members of some of the associations in the allied trades and

for that reason they would, under the proposed change, be able to attend parts of the proceedings in the other meetings in which they happen to be interested.

In addition to the above arguments it might be said that better hotel rates and accommodations could be secured by the larger number who would attend. More members of each association would, we think, go along to their annual conventions as big affairs are always attractive. As far as stationers are concerned, it is a fact that all of them have some interest in all the allied lines, and a special and strong interest in either the printing, engraving, envelope, toys, novelties, office furniture, or rubber stamp line. This being the case the stationer could attend the meeting of his own association and could also devote some time to the affairs of the other meeting in which he happened to be interested. By this method he would be killing two birds with one stone, and ought to profit accordingly.

As is well known, many stationers maintain printing plants and, because of this fact, they attend Typothetae meetings, and even figure prominently on the board of officers of the same. In the reports of the recent Typothetae convention held at Denver, Colo., we recall seeing the portraits of two stationers who are officers of the National Association of Stationers and Manufacturers. These men and many others like them would consider it a veritable "Godsend" to be able to combine all their convention work in one week, thereby escaping a great waste of time and thousands of miles of railroad travel. For instance, the men we have in mind both attended the meeting of the United Typothetae at Denver and the Stationers' Convention at Buffalo, and all within the space of two or three weeks. And while we do not know it as a fact, we are quite sure that these same men are members of even other associations in the allied trades. Their cases are typical. By reversing the statements we could also truthfully say that many men in the other lines are interested in the proceedings of the stationers' convention.

That there would be a number of advantages in simultaneous meetings there is no question, but, of course, there is something to be said on the other side of the question, the principal objection being that the attention of the delegates would be scattered over so many meetings and sub-

jects that real accomplishment in their own lines would be impossible. But despite this objection the fact remains that there is prestige in attending a big gathering, and there is power back of such meetings when all those in the allied lines get together on any question and vote to use their combined efforts to accomplish reforms. These are the big aspects of the proposed plan and should not be lost sight of in any discussion of it.

ROUNDABOUTS

BY THE TRADE LOUNGER.

One owl, dead to this world at least ten years, set lower Broadway seething on Wednesday of this week when it began nodding its head wisely, in the way owls have, from a telephone crossbeam on the roof of the Waterman building at Cortlandt street.

At times 200 men and women forgot whatever they ought to have been doing to gape from below at the bird on high.

New Yorkers do not know a great deal about the habits of owls, for the rumor went around immediately that this one was not only alive because you could see him swaying now and then, but that the Waterman company was holding him captive there. A good many people said that some kindly person should go up and take off the owl. A dozen ready volunteers dashed across Broadway upon the building and streamed to the top floor.

Once on the roof they could see the owl plainly and they made for it, tracking in a crouching position so softly that they knew they were not heard.

Then they swooped together on the owl, no one giving up a bit of honor. They tore it from the wires of the telephone crossbeams.

Then they saw the stuffing that was in it. One of the rescuers kicked the owl in the stuffing and threw it back on the crossbeams. The crowd in Broadway melted disgustedly away.

It turned out that the Waterman company had grown tired of seeing that owl around the office—in spite of the fact that F. D. Waterman bought it in the far South many years ago.

So the agile-headed press gentleman of the firm said he'd see what one final post-mortem would do. Up went the owl to the roof.

It's so popular that it's going to hang now in the best sales window.

The Chicago stationers who went to Buffalo failed to narrate all the facts regarding their failure to continue their trip by boat to Buffalo from Detroit.

It appears they spent the greater portion (Continued on page 22.)

THE PACIFIC COAST

All the Stationers There Are Doing a Good Business—Exposition Cards Already Out—Firm and Personal Mention.

(From Our Regular Correspondent.)

SAN FRANCISCO, Cal., October 28, 1911.—Miss Griffith, who has been for a number of years on the toy and stationery business with Eberhardt of Napa, Cal., is now with O'Connor, Moffitt & Co., and is very busy arranging the new toy department, which will be formally opened next week. This

first two series of Exposition cards are now out, the first series being three single cards in sepia and one double card, showing maps of the exposition grounds. The second series shows different views of San Francisco as it is today.

Mr. Parent, of Parent's Stationery Company, 829 Van Ness avenue, says that the book and stationery business in that section of the city is excellent now and he sees every evidence of a steady increase. Mr. Parent is one of the few merchants who did not return to the down-town section when the city was rebuilt after the fire. He expects a large holiday trade.

NEW AGENCIES STARTING UP.

T. B. Kerr, of Payot, Stratford & Kerr, says that there are many new firms and agencies opening up in San Francisco, and that his company has recently furnished complete office outfits for a number of new concerns. Business is also coming in from the outside, showing a great improvement in trade conditions all through California. Mr. Kerr says that the outlook is very promising, the business done for the first part of the month showing that an excellent start has already been made in the fall activity.

K. Ditmar, representing the Manifold



INTERIOR VIEW OF STORE OF J. D. VAN VOLKENBURGH, OF DELTA, COLO.

department now occupies about three-fourths of the fourth floor and as soon as arrangements can be made the alteration department, which is on the rear of this floor, will be moved and the entire floor given to the toy department and the children's play ground. A small stock of stationery has always been carried on the first floor of this store, but about the first of the year a complete line of stationery and novelties will be put in.

EXPOSITION CARDS ALREADY OUT.

Edward H. Mitchell, the Pacific Novelty Company, the Cardinell-Vincent Company and the Newman Post-Card Company have combined forces for the purpose of doing some special post-card work in connection with the Panama-Pacific Exposition. The

Mr. Sommer, manager of the book and stationery department of the White House, says that his department is doing a splendid business, with the fine lines of stationery. The new tints are most popular this fall, but the Helen pink, in letter and note paper, correspondence cards and dance programmes and other novelties is in greatest demand. The engraving department of the White House has recently filled the wedding invitation orders for a number of the fashionable San Francisco weddings. This company is now making a specialty of wedding cake boxes and have a large variety of samples on display, in the novelty department.

R. J. Doyle, representing the C. S. & R. B. Company, is visiting the San Francisco trade this week.

Supplies Company, has been a recent visitor to San Francisco.

McNutt, Kahn & Company are now doing a very active manufacturing business and Mr. McNutt says that in all other lines the business of his company shows a considerable improvement.

Some of the traveling men from the East who are now visiting the local trade are: Paul Divver, of Mittag & Volger, Mr. Warner of Berlin & Jones, New York, Mr. Gowdy, representing Johann Faber and Mr. Alfred of Geo. B. Hurd & Co.

Harry B. Brooks, representing the Cooke & Cobb Company, is expected here next week.

M. B. Freeman, manager of the Dennison Manufacturing Company's interests here, returned the first of the month from

the East, where he has been for several months.

The book department of the Emporium has been doing a steady business. Mr. Nourse, manager and buyer of this department, has just closed a special sale of the A. & C. black color books, which he says brought in very satisfactory results.

Mr. Webb, of Chess & Webb, is now on his return trip from the Northwest, where he has been for the last two or three months. E. J. Chess, of this company, has just returned from a trip to most of the smaller towns of the southern and interior parts of the state, and says that he found conditions good in nearly all the towns visited.

Sidney Burgoyne, of the Globe-Wernicke Company, of Cincinnati, Ohio, was in San Francisco last week.

Many improvements are being made in the factory of the Schwabacher-Frey Stationery Company. The new lithograph equipment has arrived and is being installed, and the company expects to have it in operation next week. L. E. Upham says that the company now has a very large printing and bookbinding business and that it expects to obtain equally good results from the lithograph end of the business. The store, which was moved a few months ago from Sansom street to 541 Market street, is doing a very active business, and a number of new lines are being added.

The typewriter supply department has been doing especially well.

J. P. Coyle, of the Whiting Paper Company, George Reindell, of the Eagle Pencil Company, and George Belott, representing the White & Wyckoff Manufacturing Company, arrived in the city the first of the week.

ALLEN.

ROUNDABOUTS

(Continued from page 20.)

of Sunday looking around the Michigan metropolis, and reached the boat landing, where all their baggage had preceded them.

What was their chagrin to learn that the boat was in dry dock and none other to take its place.

They learned that a train on the Michigan Central would leave in fifteen minutes, and Charley Stevens got busy with a telephone, and requested the railroad to hold the train for the party. They were able to secure a delay of five minutes and did some tall hustling to reach the depot in time. They were unable, at first, to secure Pullman accommodations, but finally succeeded in appropriating sufficient space to accommodate the party, and wired Mr. Gibbs, who had preceded the party to Buffalo to secure them quarters for Sunday night instead of Monday, as had been arranged. That accommodating gentleman, after much persuasion and with the assistance of the

manager of the hotel, finally arranged matters, and the entire party were met at the depot and transported by automobiles to their rest, for which they can thank the genial chairman of the National Catalogue Commission. Otherwise they might have wandered around Buffalo all night.

The moral of this story is that when you go by water stick to water—that's all.

At the meeting of the Philadelphia Stationers' Association last week felicitations were showered on Sidney J. Burgoyne, of that city, when it became known that the stork had paid his tenth (10th) visit to the Burgoyne home and that it was a boy—the seventh in direct line. Two boys first gladdened the home, then a girl—and then one by one a troop of seven more boys. The newcomer is Edward—"Edward the Good" or "Edward the Great" or both in the father's estimation. Of course, certain occurrences of recent date on the diamond brought manifold suggestions that Mr. Burgoyne should immediately organize a team from his own ranks to wrest the pennant from Connie Mack, and Miss Burgoyne was suggested as the umpire of the occasion.

Readers of THE STATIONER are invited to send in questions relating to their business—We will try to answer them.

Thompson Smith Co.

263 Fifth Avenue
Cor. 29th Street
NEW YORK

Dainty and
Different

Greeting Cards

in envelopes for

Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards

Hurds Royal Red Stock

St. Patrick Cards

Hurds Royal Green Stock

\$3.00

per 100

The kind we have made so popular



Secure a Profitable Line

Sell Quality
Local View
Post Cards

The kind that Pleases your trade.
The kind that sells most Readily.
The kind that nets you the most Profit in the end.
The kind that increases the volume of your business.
We make that kind!

Such Quality cards cost you no more than others.
Therefore both of us lose money every day you are minus our cards.
Send good Photos of any kind or size.

Monotone Cards: 1000 per subject \$5.50

ASK FOR SAMPLES TODAY

E. C. KROPP CO., 230 Jefferson Street, MILWAUKEE, WIS.

Manufacturers since 1898

We offer to the trade PURE RUBBER BANDS

made of the finest Beni Bolivian Fine Para Rubber, guaranteed for 5 years, at the right price. Write for samples and quotations.

KABUS RUBBER CO.

44-60 East 23d Street, N. Y.

EUREKA EYESHIELD

SAVE YOUR
BREAD WINNERS

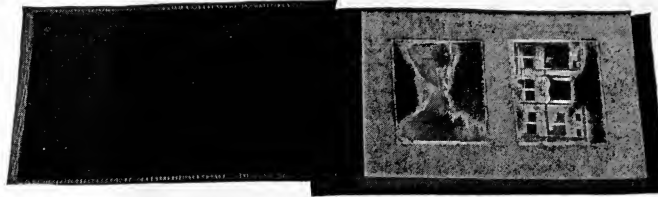
The Eureka
Eye Shade

protects the eye

on all sides. Made of Green Cel-
luloid, neatly bound. Costs 25c
each. Sold by all dealers. Manufact-
ured by Chicago Eye Shield
Co., 128 So. Clinton St.
Chicago, Ill.



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LOOSE LEAF PHOTOGRAPH ALBUMS**



ADJUSTABLE and EXPANSIVE EASY TO OPERATE
NO PROJECTING SCREWS CONVENIENT and DURABLE
When opened, lie perfectly flat

Style Queen—Full Black Seal-Grain Leather *Style Buckeye*—Full Black Walrus-Grain Keratol
Sheets Cloud Gray or Black

Ask for our complete Loose Leaf Catalogue No. 27-E

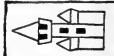
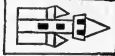
THE SAM'L C. TATUM CO.

MAIN OFFICE AND FACTORY
CINCINNATI, OHIO



NEW YORK OFFICE
180 FULTON STREET

MAKERS OF "THE LINE OF TRUE MERIT"

The standard of pencil excellence
A. W. FABER  "CASTELL" 

The most perfect writing and drawing
equipment it is possible to produce.

Oldest and Largest Lead Pencil Factory—Established 1761
A. W. FABER, Newark, N. J.

TYPEWRITER CARBONS & RIBBONS



PERFECT SATISFACTION GUARANTEED

A trial order will explain why.
INTERNATIONAL CARBON PAPER CO.,
208 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH.
INT. CARBON PAPER CO. 22 E. Lake St., CHICAGO

MEMORANDUMS



Trade Mark
K & T
Reg. U. S. Pat. Off.

PERSONAL RECORD BOOKS
KIGGINS & TOOKER CO. 35-37 Park Place
NEW YORK

GREAT TOY MARKET

New York City Sells Over \$75,000,000 Worth Annually—They Are Sent to India and Other Foreign Countries.

New York is by far and away the world's largest toy market. The annual volume of trade at wholesale prices is \$75,000,000, and of this a large part is shipped out of the country, mainly to the great fairs of Europe and Asia.

In mechanical toys and in toys made of iron, tin, lead and brass New York has ranked first as the world's largest market for twenty years. More recently the local toy interest has branched out in building wooden toy making factories in the lumbering regions, where much of the refuse from sawmills makes fine stock for toymakers and can be obtained at such low prices that European makers of wooden toys cannot compete against the larger producers of American wooden toys who push trade throughout Europe and Asia.

There are 9,583 live patents issued by foreign nations to New York makers of mechanical and other toys. This assures a good market for those toys in countries which possess 250,000,000 children.

LARGE EXPORT TRADE TO INDIA.

Exports of toys from New York begin to be large in July, and the trade holds out until late in October, when all large consignments for the great marts of Europe must be forwarded to meet requirements for Christmas and New Year trade. A remarkable development of the toy trade for export has been going on since early summer in the shipment of all kinds of toys to India for sale during the celebration of the Durbar, otherwise the crowning of King George V. as the Emperor of India. It is 600 years since the coronation of an Emperor of India, and for that reason the 600 native princes of India have arranged to give great public entertainments, with special gifts to children, throughout India, and the great bazaars of Calcutta, Bombay, Delhi and other large centers of population are to supply special attractions throughout November to bring in millions of people from the rural districts.

A number of Parsee merchants came to New York several months ago to buy mechanical, electrical and other kinds of toys for the account of the Durbar festivals in all parts of India. They were desirous of buying toys made by Canadian Indians, but they found on going to Canada that all the productions of the Indians in those lines are sold early in the spring to peddlers who work the summer tourist trade in Canada and New England. The Parsees then induced local toymakers to produce Indian pattern toys, and dolls with North American Indian features and dressed in Indian dress, and also cowboy

and cowgirl dolls, Indian bows and arrows, toy canoes of birch bark, moccasins, basketry and beadwork, all from Canadian Indian patterns. There are now residing in this city about 125 Indians who do fine work in basketry and beadwork and in toys to the order of local toy trade factors.

BIG SALE IN RAG DOLLS.

Rag dolls, all made by women and girls in New York city, are sold in all countries. A Brooklyn woman who a few years ago began making rag dolls for one retail toyshop, now employs 300 girls in her factory and farms out work to 500 women in and around this city. A Harlem woman who originated negro dolls handsomely dressed for sale to well to do colored families has built up a national business and has found a good market through local toy exporters to North Africa, where many kinds of American toys are distributed by caravans over enormous trading zones.

Most of the distribution of American toys for account of the great fairs of Germany, Austria-Hungary, German and Russia Poland, and parts of Asia within the zone of Russian trade influence is by local salesmen of the Jewish race who were born in Russia, Poland or Austria-Hungary. These agents speak the several languages and dialects that are in general use by the traders at the great fairs of Europe and Asia, and they know all about the making of, and the markets for all kinds of American toys vended abroad.

All these Jews who trade for American account in Russian dominions are unaffected by the anti-Jewish edicts, as they enter from Germany and are well protected under the travelling salesman clause of the treaty between the German Emperor and the Czar of Russia. It is as special trade representatives of great German importers of American products that they go to and fro in the dominions of the Czar.

There is in Europe a craze for American toys such as birch bark canoes, bows and arrows, Indian war chiefs' bonnets of feathers and red flannel, dolls in Indian and cowboy costumes, electrical and mechanical toys and all kinds of Yankee notions such as are sold by street fakery in this and other American cities. A considerable number of American cowboys and Indians are employed at good pay by toy makers and exporters to be seen in full rig and feather at the principal stands for the sale of American toys and notions at the great fairs in Europe.

EUROPE LIKES AMERICAN TOYS.

A factor in making American toys popular in Europe in recent years is the large number of gifts of toys sent from here by fathers, brothers or sisters of little Germans, Russians, Poles, Austrians or Italians. There are many imitations of domestic toys in Europe, but the majority of buyers prefer the genuine American made toys, which while they cost a little

more than the imitation products are far better in quality and last longer. This city has become the world's great toy market, mainly because it is also a great manufacturing center for many kinds of wares that have remnants and odds and ends which furnish the material that enters into millions of toys.

New York makes six times as many toys of sheet tin and iron and steel and pewter as London and Paris, and this is mainly because the manufacturing zone of this city makes in oil and varnish cans and other products of sheet tin and iron and steel and spelter more than is made by all the plants in Great Britain, and the trimmings from the tin and other sheet metal works supply material for toys at prices with which no foreign nation can compete.

Toy banks in metal, an American invention, are now shipped to all countries. There are upward of 250 patterns, ranging from a tin bank that retails at two cents to an elaborate and artistic design in polished steel and bronze with plate glass panels that retails at \$5. In toy wagons; barrows, guns, tool chests, tools, garden implements and boats the home and export toy trade is growing by leaps and bounds.

MANY "FOREIGN" TOYS MADE HERE.

Many supposed German, Swiss and French made toys on sale in this country are made in New York and its vicinity. In many instances the makers are German, Swiss or French workers who emigrated in order to be near the world's greatest market and where the low prices for wood and other materials as compared with costs in Europe give marked advantages to American toy makers and distributors.

CATALOGUES 47,000 TOYS.

One great toy distributing house in New York, with branches in many domestic and foreign cities, catalogues 47,000 varieties of toys of recent domestic design that are sold the world over. Inventors and designers of toys and Yankee notions are liberally paid by the manufacturers centered in this city. A local lawyer who invented several toys for the amusement of one of his children confined in a hospital, found that the house surgeon had brought a friend in the toy making trade to see the toys. The manufacturer offered the lawyer a royalty that last year gave him \$16,000.

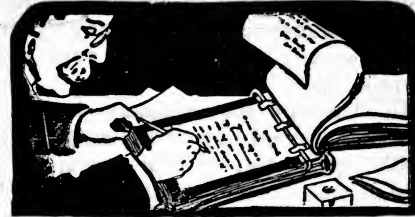
The present chief owner of one of the largest metal working factories in this city landed here from Russia a few years ago with just the equivalent of \$5. He bought a few tin toys and peddled them. To attract attention to himself on the street he made a whistle that imitated the lark. A toymaker offered him a royalty and from that, the inventor made enough money in five years to found a business that now employs 3,500 men and women here and in Germany.

LOOKS A \$5.00 VALUE
 My \$2.50
 Seven Piece **BRASS DESK SET**
 \$15.00 Per Doz. \$1.35 Each
 Each in Carton 12 Sets in Case

EVERLASTING Brass Corners will Fit Any Desk Pad
 Each Set in Envelope with Staple for Mounting
 Price \$3.75 Per Doz. Sets
All Jobbers Carry Them

F. L. HARDING, 508 Broadway, N. Y. (The Harwood Line)

THE NELSON CORPORATION
 EXCLUSIVE MAKERS OF EVERY KIND
 AND STYLE OF LOOSE LEAF BINDING
 DEVICE FOR THE RETAIL TRADE.
 RULED AND PRINTED SHEETS FOR SAME
 443 WELLS ST., CHICAGO, ILL., U.S.A.



**PEN CARBON
 BILL BOOKS**

No Press No Water No Brush
 Any Ink Any Pen Any Paper

Many of your customers would find
**THIS BILL BOOK A REAL TIME SAVER,
 TROUBLE SAVER AND MONEY SAVER**

One writing for bill and copy in bound book a real record.
 Write us today for price list and circular matter.

DITMARS-KENDIG CO.
 278 Douglas Street, Brooklyn, N. Y.

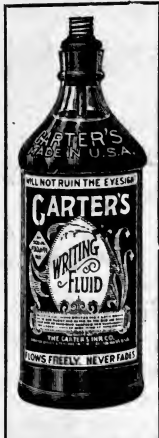
Ink-Counter Profits

Ink counter profits are assured when
 you display a line of

Carter's Inks
 and
Adhesives

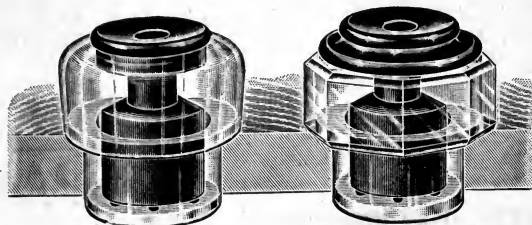
Sterling goods backed by world-wide reputation
 covering more than 50 years insure a constant de-
 mand which mean ink profits.

Feature Carter's



NEW STYLES
Sengbusch Inkstands

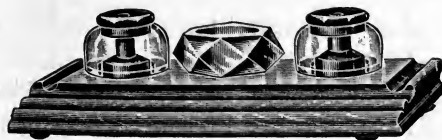
To set into desk or base.
 Low and attractive outfit.



No. 6—2 3/4 in.
 Price \$1.50

No. 7—3 in. Cut Glass
 Price \$2.00

FAST SELLERS



No. 151—Oak, for Single Desk, \$5.50

Write for our
LATEST CATALOGUE

Illustrating all styles, as well as a
 complete line of bases for both single and double desks, in oak and finest mahogany.

**DON'T FAIL TO PUT IN A COMPLETE ASSORTMENT AT ONCE
 IT MEANS BUSINESS FOR YOU**

Sengbusch Self-Closing Inkstand Co.
 1310 Montgomery Building Milwaukee, Wis.

**Mr. Stationery Dealer Don't Miss
 Your Share**



of this trade. We
 will help you get
 it by furnishing
 you imprinted ad-
 vertising matter of
 our products FREE

Write us to-day.

The Detroit Coin Wrapper Co.
 Detroit, Mich. Toronto, Ont.



BLACKBOARDS
 Reversible, Portable, Roll-Up, Framed
SLATED CLOTH
 Globes, Alpha Crayon, Erasers and other School Specialties.
 The Original Andrews Dustless Eraser.
WEBER COSTELLO CO.
 Chicago Heights, ILL.
 Successors to School Supply Dept. of A. H. Andrews & Co.
 Chicago, Manufacturers for the Trade only.

Hartshorn Shade Roller Factories

It may be interesting to friends of the Stewart Hartshorn Company to know of the actual floor space used in manufacturing Hartshorn shade rollers in their three factories at the present time, as few people can realize the complexity necessary to produce an article which is seemingly so simple. In fact, it often occurs that the company's product is spoken of as being "a stick with a spring in it."

In Toronto the company has two acres of ground and a model plant of 24,000 square feet of floor space, occupied entirely for the production of shade rollers used in Canada. It finds that this healthy, growing country will soon need an increase in their production, that will have to be taken care of by new buildings.

The Muskegon factory is possibly the most imposing of the three, as here the company owns twenty-seven acres of ground, comprising over a mile of docks on Muskegon Lake, which is an ideal harbor off Lake Michigan. This factory virtually produces all the woodwork used in Hartshorn shade rollers. Here are stored millions of feet of specially selected lumber, treated by air and kiln drying before it goes into the works; with a constant endeavor to produce the straightest wood shade roller barrel that can be made. The Muskegon factory is today using 290,000 square feet of floor space for the production and assembly of Hartshorn shade rollers.

Finally, we come to the East Newark factory, the nucleus from which sprang the present business. After several changes in location, in 1872 the business was removed to this place, to a three-story building only thirty feet wide and one hundred feet long. The East Newark plant today controls three acres of ground and 170,000 square feet of floor space, in one of the most active manufacturing cities of this country. The main office of the company is here, controlling the Muskegon and Toronto factories. In this factory the many metal parts are made, besides the all-important product of its large wire mill in which the rod, in crude form, is drawn down to the various sizes, flattened and tempered to the requirements of perfect springs without which a shade roller would be useless.

The East Newark factory supplies the Eastern markets as well as the company's constantly growing export trade, Muskegon ships to the Middle West and to the coast, while the Toronto factory supplies Canada.

With local stock rooms in New York and Canada, its customers are getting the advantages of deliveries of Hartshorn shade rollers produced by an organization which can turn out the highest grade of goods for the smallest cost to the consumer. Hartshorn tin shade rollers are produced in Muskegon and East Newark to supply the demand for the finest grade of shade work, which is constantly increasing.

Figures are sometimes both interesting as well as trustworthy and in this case it can be honestly stated that the business could not have grown from its original factory to the point of occupying thirty-two acres of ground and over 480,000 square feet of working floor space, without long, honest endeavor in producing the Hartshorn shade roller.

Antiseptic Telephone Mouthpiece

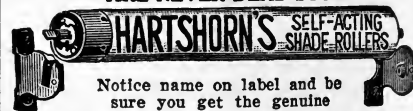
The Maxim antiseptic telephone mouthpiece has been placed on all 'phones, 650 in all, in the St. Regis Hotel, and the Ansonia Apartments are also being fitted out with the same article. Both places are located in New York City, and the Maxim mouthpiece is now being made by the Frank A. Weeks Manufacturing Co., 93 John street, New York. Dealers, no doubt, would find this article a good seller, and worth keeping in stock, as the demand for antiseptic specialties is growing daily.

Protected Price Upheld

Another victory has been won on the Pacific Coast recently when a decision was handed down by Judge Easterly in the Superior Court of the State of Washington, restraining the Northwest Grocery Co. from cutting prices on the products of the Crescent Mfg. Co. This company says:

"The soundest instincts of dealers throughout the country convince them that price-cutting is suicidal—that price maintenance conserves the vital life forces of business itself, and at the same time protects the consumer against imposition."

"Pull" doesn't amount to much, except to eventually pull a man's reputation down.

HARTSHORN SHADE ROLLERS ARE NEVER DEAD STOCK

Notice name on label and be sure you get the genuine

STEWART HARTSHORN CO.

Office and Main Factory. E. Newark, N. J.

PARTICULAR PEOPLE

are naturally hard to please. We Know That Well! So Do You! The point is Are You Able to Please The Hard to Please? We delight in producing Artistic Novelties that appeal to the most fastidious taste. Our Line of Tally and Place Cards, Programmes, Banquet Menus and Art Postals tell their own Story. Samples on request. No catalogues.

Leubrie & Elkus

18 East 14th Street New York



1825 THE BEST 1911

EIGHTY-SIX YEARS

ago Davids' Inks were noted for their excellence, but we have progressed; our labor is more skilled, our plant modern, the equipment up-to-date. These all make for perfection—a better product—

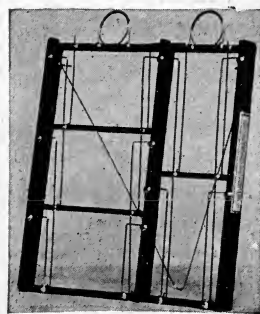
DAVID'S SIGNATURE INK DE LUXE

Buy from a house where quality advancement has been featured. It is good business to do so.

THADDEUS DAVIDS CO., 95-7 Van Dam St., N.Y.

Inks, Mucilage, Paste, Sealing Wax, Etc.

OLDEST INK HOUSE IN THE COUNTRY.



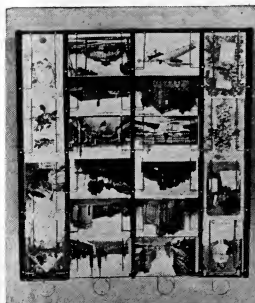
Patent No. 907,611.

CARD DISPLAY CABINETS

Learn the merits of the HOME card display cabinets, and you will know of the best thing made in this line. Many sizes and styles, counter, wall and floor cabinets, from 5 to 820 pockets. Get our catalogue.


HOME SPECIALTY CO.

2137 Hanna St., Fort Wayne, Ind.




Easel 20 Pockets.


TRADE OUR TRADE TRADE
 U&C MARK. IS OUR U&C MARK.
 GUARANTEE MARK.
"MADE RIGHT TO WRITE RIGHT"
INK—PENCILS



SAFETY FOUNTAIN PENS.




SELF-FILLING FOUNTAIN PENS.



AND REGULAR FOUNTAIN PENS.

AGENTS WANTED
 WRITE FOR TRADE DISCOUNTS
 CATALOG & SELLING PLANS
J. W. ULLRICH & CO.
 27 Thames St., New York City



Southworth Company
 Mittineague, Mass.

IT IS CREATING BUSINESS

for Stationers and Printers which was never thought possible before. We refer to the "De Luxe" Watermarking Process—our own patent which gives to every one their own private watermarked high-grade paper at little over the cost of the paper. It has already proven itself a developer of new customers for many stationers. It will do the same for you. Write us for samples and prices. Remember the "De Luxe" Watermarking process enables you to order a minimum quantity of paper for your customer.

SOUTHWORTH CO. MITTINEAGUE MASS.
Makers of High Grade Papers

THREE HOLIDAY TRADE ASSORTMENTS


<p>Xmas Gift Dressings Consisting of Cards, Tags, Labels, Stamps and Seals. Good saleable goods, appropriate assortment. Attractively boxed for displaying. Retail for \$10.50 Price to you complete..... 6.00 75%—Your Profit \$4.50</p>	<p>Xmas Parcel Decorations Consisting of 45 Packets of Tags, 40 Books of Labels and Seals to sell at 10 cts. a Packet. Attractively boxed for displaying. Retail for \$8.50 Price to you complete..... 5.50 55%—Your Profit \$3.00</p>	<p>Holiday Enclosure Cards Consisting of 85 Packets of 10 Cards in a Packet. Handsomely boxed for displaying. Splendid value for the money. Retail for \$8.50 Price to you complete..... 4.00 112%—Your Profit \$4.5</p>
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GET IN LINE AND BE THE FIRST TO SHOW THESE GOODS. ALL QUICK SELLERS—HIGH-CLASS—UP-TO-DATE. FURTHER PARTICULARS FOR THE ASKING

W. J. ANDERSON & CO. 341 BROADWAY, NEW YORK

You Cannot Ignore
 the judgment of your customer. He knows his needs best. When you find users of

Mason Pens



endorsing them as follows: "We are using your No. 20 pens at present and find them to be the best we ever had." Frostburg Brewing Co., Frostburg, Md. Don't you think, Mr. Stationer, you could build up a substantial trade with such a line? Write us for samples and discounts.

W. L. MASON CO., Keene, N. H.

We Are The Largest Manufacturers in United States of Rubber Bands.

A number of factors have contributed to give us this prestige, square dealing, reasonable prices, and a five-year guarantee which is behind the quality of our products. You will please your customer with *Ajax Rubber Bands*. Write for samples and prices.

*Largest Rubber Band Manufacturers in the
 United States.*

Tyer Rubber Co. - Andover, Mass.

TRADE FAIR

Chicago Stationers Say That in Spite of Disturbing Features Business is Progressing—Some Hustling Necessary.

Western Office, THE AMERICAN STATIONER, 431 So. Dearborn St., CHICAGO, October 31, 1911.

In spite of many disturbing features business among stationers keeps up and is progressing at a fair pace. This applies as well to allied lines. There has been a natural falling off in office supply orders on account of its being the last week of the month, but general trade has continued fairly active, although, as stated by some of the stationers, it has required a larger amount of hustling than usual to keep things moving. The outlook for the balance of the year is considered good, as the large holiday trade will more than offset any loss from unsettled conditions.

WORK OF CATALOGUE COMMISSION.

The National Catalogue Commission, of which Fletcher B. Gibbs continues chairman, has not as yet started on its year's work. Under the new method of work, it will not be possible for the members to get busy until the committees of the National Association have been appointed by President Lockwood. When this is done, the Commission will enter into correspondence with them and the work of carrying on the making of lists and revision of old ones will proceed without delay.

President Taft has been the central figure in the city since Friday evening last, and has been kept busily employed at banquets, dedications and laying of corner stones. Yesterday the President laid the corner stone of the handsome new Hamilton Club house on Dearborn street, and the occasion was witnessed by all the people who could squeeze into the space in the vicinity of the new building. The Hamilton Club is the leading Republican organization of the city. After the luncheon in his honor at the club, President Taft embarked for Pittsburgh.

HEAVY HALLOWE'EN TRADE.

Dealers who handled Hallowe'en novelties report that the trade in this class of goods was heavier than usual this year, and much interest is reported to have been taken in the preparations for tonight's celebration. More than the usual precautions are being taken to insure against any serious depredations on the part of the mischievous youngsters who may desire to go a few steps too far in their efforts at making fun.

ANNUAL BANQUET JANUARY 13.

The Annual Banquet of the Chicago Stationers' Association will be held at the Congress Hotel on January 13, and a prominent member of the committee is authority for the statement, that great as is the reputation of these annual events in

the way of affording pleasure and profit for those who participate, this year's dinner will be on a more elaborate scale and will in every way eclipse all preceding banquets. While it is some distance in the future, the committee is hard at work perfecting every detail in order to make a splendid success of it. Prominent stationers from all sections of the country have promised to attend and there will be a gathering of notables from all sections. The annual gathering of the stationers has always been a marked event in the city's winter programme of entertainment, and the committee will need to "go some" to eclipse the banquets of other years, but they say they will do it, and they will.

BOOMING PATTERSON FOR PRESIDENT.

While the next convention of the National Association of Stationers and Manufacturers is almost a year hence, there is already speculation heard regarding the next president, and one name stands out very prominently in the list of candidates, in this section. The gentleman who is being so prominently mentioned is none other than Robert D. Patterson, secretary of the Buxton, Skinner Stationery Company, of St. Louis, who has a wide acquaintance throughout the United States among stationers and allied interests, and who is as favorably spoken of as he is well known. If sentiment in favor of conferring this high honor on Mr. Patterson continues to grow during the remainder of the period as it is growing at present, there will be "nothing to it" when the election day arrives.

Charles S. Mirick, the new manager of the Chicago office of the Whiting Paper Company, has just arrived in the city from his first trip over a portion of his territory. Mr. Mirick is taking hold of the duties of his position in earnest and is rapidly familiarizing himself with his work. He reports trade to be in satisfactory condition and says that the orders being received indicate that the trade is in a prosperous condition.

D. R. Cameron, senior member of Cameron, Amberg & Co., met with a painful accident at the corner of State and Lake streets last week, due to the torn-up condition of the street. After the injury Mr. Cameron proceeded to his home, his condition being further complicated by a very severe cold, and he was compelled to remain at home for treatment. His condition, while not serious, will probably keep him from business for a few days longer.

The Citizens Association of Chicago, a civic body organized to look after the welfare of the city from the standpoint of politics, government, investigation, etc., have elected George E. Cole, of Geo. E. Cole & Co., president. This position was formerly held by Mr. Cole, and his work has been highly commended by good citizens in all parts of the city. The Chicago Tribune, in a leading editorial, paid Mr.

Cole many compliments for the faithful and efficient service he has rendered the city in the past and calls upon all good citizens to give the organization their fullest support, because under Mr. Cole's direction much good is sure to be accomplished in inaugurating and carrying forward successful practical reforms for the city's good.

F. W. Cantwell, a stationer of Madison, Wis., was in the city on business last week.

Sam H. Mayer, the genial and successful manager of the Chicago office of the Joseph Dixon Crucible Company, who always says the right thing, in the right way, at the right place and time, leaves today for a trip over his northwest territory, stopping first at Milwaukee, thence visiting St. Paul, Minneapolis and Duluth. Mr. Mayer expected to be absent about a week.

H. R. Shafer, manager for Geo. E. Cole & Co., was compelled to forego a trip to Buffalo to attend the meeting of the National Association, on account of the pressure of business at that time. To make up for this he later took a ten days' lay-off from business which he spent at West Baden, Ind., and reports a pleasant stay at the well-known watering place.

F. W. Conner, representing the Utility Specialties Company, New York, is interviewing Chicago stationers this week.

L. M. Shafer, representing the Clauss Shear Company, Fremont, Ohio, is in the city this week calling on stationers.

F. Wilkinson, a stationer of Petersburg, Ill., was purchasing goods in Chicago last week.

Conrad H. Heppe, representing C. F. Rump & Sons, Philadelphia, is registered at the Palmer House and is circulating among Chicago stationers this week.

There is a dearth of outside salesmen this week and not many are scheduled for the immediate future. Harry Heymann, representing the Eagle Pencil Company, New York, has sent out cards announcing his arrival here November 1, and those of A. J. Moore, representing the Spencerian Pen Company, New York, state that he will arrive here November 10. THOMPSON.

New Numbers in Drysdale Cards

The Drysdale Company, of Chicago and New York, is showing a few new numbers in post cards that are "catching on" with the trade immensely. In this collection are several new subjects of a humorous nature with dialect verse. There are also four new landscapes. The Drysdale Company is constantly bringing out something new in this line of goods. Its Christmas and New Year folders this year show much thought and originality, and are designed for the best trade. In Christmas post cards there are thirty subjects. Every dealer should know about the Drysdale line and to this end the company will be glad to submit samples, prices, etc. Address either office.

Subscribe for THE STATIONER—It pays.

FANCY GOODS

Selected lines of Fancy Goods specially adapted to the Stationery trade

A. L. SALOMON & COMPANY

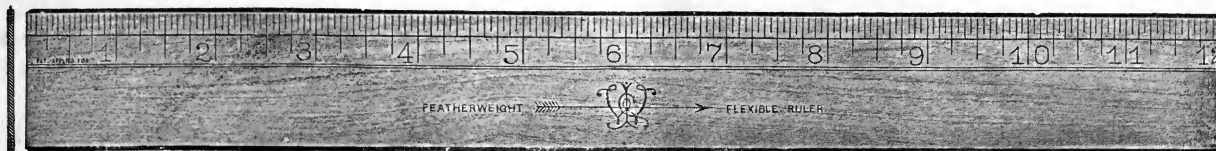
Wholesale Stationers

Aluminoid Pens

345-7 BROADWAY, NEW YORK



THE FEATHERWEIGHT FLEXIBLE RULERS



Entirely New—Flexible Ruler, Check Cutter, Book Mark and Leaf Cutter. Made of carefully selected Hard Maple and White and Black "Flexite," a material more flexible than rubber. The Wholesale Trade handling these goods will be supplied with special imprint circulars descriptive of same.

WE SELL TO THE JOBBER ONLY. WRITE FOR CIRCULAR AND PRICES.

WESTCOTT-JEWELL COMPANY, Ruler Makers, SENECA FALLS, N. Y.
OUR LINE OF SCHOOL AND OFFICE RULERS IS COMPLETE. HAVE YOU OUR ILLUSTRATED CATALOGUE? IT IS TO BE HAD FOR THE ASKING. W. S. TUTTLE, GEN'L SALESMAN.

We Have Moved Our Brooklyn Factory and New York Office and Salesrooms to

316 HUDSON STREET (Near Spring Street)

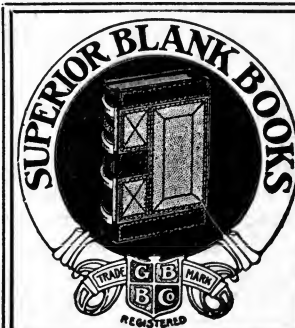
OUR NEW TELEPHONE NUMBER IS 7697 SPRING

A Complete Stock of All Numbers on Hand

GRESHAM BLANK BOOK COMPANY

"SUPERIOR" BLANK BOOKS

316 HUDSON STREET :: NEW YORK



IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

OUTLOOK IN BOOK TRADE

All Signs Point to Larger Purchases on the Part of the Public—New Selling Methods Will Help.

It is always venturesome to attempt an analysis of booktrade conditions, says The Publishers Weekly, still more venturesome to hazard a prophecy. Yet that publication believes that the booktrade of this country has before it this fall an opportunity greater than it has had in years of turning the reading public to the reading and buying of books. And it believes furthermore that this opportunity will be taken advantage of, to their profit, by an unusually large proportion of booksellers.

There are several factors combining to render possible at least, if not probable, an unusually good book selling season this fall.

The dealer, for the first time in years, is assured, through the practically universal extension of the net price system, of the possibility of a fair profit on the goods he sells. Two years ago roughly 20 per cent. of all trade fiction was net; this fall approximately 96 per cent. of it is net, and that difference is significant of a very real and fundamental change in booktrade conditions.

NEW SELLING METHODS WILL BENEFIT.

Equally significant is the change—not yet entirely accomplished, it is true, but still fast spreading—in the spirit of the trade. A new interest in selling methods is everywhere manifest; an alertness of outlook; a cordiality of co-operation that is beginning to bear fruit. The trade can now, as they have not in a long time, really get together; can analyze their common difficulties, and, by common effort, effect remedies.

So far as external financial conditions will affect book selling this fall, they are probably, on the whole, not unfavorable to it. The past half year has seen falling prices in market securities, a fall gaining in cumulative force during the last two weeks. For this, crops slightly below normal be-

cause of weather conditions, rumors of "trust" disintegrations, the unfortunate failure of Canadian reciprocity, and a period of general retrenchment have all been responsible. Yet none of these things are, in themselves, serious: the business of the country is indubitably on a sounder basis—because it has so "set its house in order"—than it was six months ago; and the upward swing, when it comes, will be so much the surer and more soundly based.

GOOD OUTLOOK FOR THE HOLIDAY TRADE.

It has been the opinion of excellent judges of booktrade conditions, however, that a general ebb in general business has often marked an encouraging condition in the holiday booktrade. The theory of retail buyers has seemed to be, very evidently, that, from a gift standpoint at least, books represent an economy. Business this fall therefore should be especially good in the East and larger centers generally. The West and Far West may experience a slight recession from last fall's high water mark; but, again, may very well not. At any event, for the first time in several seasons, Eastern business will probably show up better than Western.

Apparently, so far as the general public's book buying is concerned, we are passing into a new upward cycle. Relatively the last decade seems to have seen a falling off of individual book sales: one hundred thousand copy first editions are exceedingly rare nowadays. Just where the blame for this condition is to be put is hard to say. The greatly increased number of book titles has undoubtedly scattered purchases more widely; the number of trade novels, for instance, having perhaps trebled in the last ten years. The rise of the bookstore circulating library has probably affected more or less the sales of books. The flood three years ago of novels of questionable type, from which the trade has now happily emerged, may have done its part in alienating temporarily a large body of regular book readers and buyers.

THE TIDE NOW TURNING.

In any event there are signs that the tide is turning. The public library and the circulating library are educating a new body of book readers—and every book reader becomes sooner or later a book buyer. Another body of book readers and book buyers is being educated by the inexpensive but excellent reprints of the Everyman's Library type. That is one of the best things about the book reading habit, that, once acquired, it becomes, gradually but automatically, a book buying habit.

It is, however, in the province of the bookseller to foster that habit. If one good turn ever deserved another, certainly the sale of one book should lead to the sale of another. Let the booktrade assume enthusiastically that 1911-12 is going to be a book year—never were there better books to "push" than are offered this season—and then by practice and precept, each alike contagious, let every member of the trade—publisher, traveling salesman, bookseller, clerk and office boy—work to make it a book year!

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

AGENT WANTED to sell on commission manufacturer's line of high grade tablets, pound papers, papeteries, note and composition books, especially adapted to the large retail trade. Address Tablet, care American Stationer.

WANTED—Second-hand Kelton stamping and plate press. Address, naming very lowest cash price, to Wallace, care American Stationer.

TRAVELLING MAN wanted, calling on stationers and engravers, to handle side line of die cut visiting cards. Address C. A. M., care American Stationer.

SALESMAN in every town to sell office devices and stationery specialties. Exclusive territory, big profits. An account once opened means endless chain of permanent business. Splendid opportunity for ambitious stationery clerk who has outgrown his position. Address L. E. B. Sales Co., 115 Broadway, New York.

FOR RENT—Part of first floor for sample room. Very desirable Broadway location for out of town manufacturer of stationery or fancy goods at low rent to one in kindred line from February 1st. National Papeterie Co., 425 Broadway, New York.

MANAGER WANTED for social stationer, leather goods, engraving and embossing department, on the Pacific Coast. Must be good manager and salesman and thoroughly experienced in all branches of the steel and copper engraving. Both commercial and social. Will pay \$35.00 per week to start. Address Vice-President, care American Stationer.

WANTED by Colorado house, experienced solicitor who thoroughly understands lithographing, blank books and commercial stationery. Address Solicitor, care American Stationer.

FOR SALE

A well-established stationery and office supply business, located in a growing Southern city, having a stock of goods of about \$7,000.00. Nice new goods. Owner has other investments that require his attention. Address C. S. Co., care American Stationer.



MANN'S COPYING BOOKS AND PAPER

Established Lines to Meet Every Requirement
Exclusive Agencies Will Be Established

WILLIAM MANN COMPANY, Manufacturers
PHILADELPHIA

If it's Anything in the Line of
Paper for Stationer or Printer

WE HAVE IT

CARTER, RICE & CO., Corporation

BOSTON, MASS.

National Advertising and What's Behind It

It is the firm belief of many advertising men, leaders in their profession, that the fundamental reason for all big advertising successes today lies in the genuine merit of the products advertised.

National advertising and the sales value of the better class of merchandise are simultaneously being recognized by a constantly increasing circle of stationers as the two most powerful aids to the development of their business.

The unconscious effect of these two great forces is to attract the best class of people to the place where they can buy what they want without being told that something else is just as good or better. It is perhaps superfluous to remind the stationer in these times of "scientific management" that his appeal for business should be directed to the people to whom "the recollection of quality remains long after the price is forgotten."

Inspiration for these few words comes from watching the teamwork of these two modern giants in connection with the business of the Joseph Dixon Crucible Co. Activity in pencil sales has with them reached a high water mark and they do not hesitate to give the proper amount of credit to their present widespread advertising campaign. In an elaborate folder now being mailed each and every advertisement running in the large number of general magazines are reproduced in actual size—quarter and full pages. This folder is designed to represent a huge stage, the curtain of which is raised to reveal the array of advertisements—the business bringing actors upon the stage of modern merchandising—and in justice to those concerned, it can be truthfully said that these actors are giving an "all star" account of themselves.

To "Hitch the Dixon advertising campaign to the sales end of your business" is in many respects similar to that older slogan of "Hitch your wagon to a star."

OBITUARY

FRANK H. LOVELL.

Frank H. Lovell, for more than thirty years a newsdealer and bookseller on West Main street, Norwich, Conn., died suddenly on Friday morning of last week. He had been in his usual health and at business all day Thursday, but was stricken by a shock early Friday morning and died in a short time. He was 62 years of age and a prominent citizen in his section.

J. W. Newton, Boston manager of the Yawman & Erbe Manufacturing Company, will deliver an illustrated talk on office filing systems and card records at the Tuck School of Administrations and Finance at Dartmouth College, Hanover, N. H., on Thursday of this week.

BIG BARGAINS (In Regular Goods Not Job Lots)
 7,500,000 IMPORTED
POST CARDS and BOOKLETS
 Christmas, New Year and Birthday. Over five thousand designs are now being offered to the trade at prices far below their value by the old reliable firm of
 Established 1865 **JOSEPH KOEHLER, Inc.** Forty-six Years at the same stand
 150 PARK ROW 2 doors from Pearl Street NEW YORK CITY
 WE HAVE NO BRANCHES Write for Free Rack Offer Call or send for Catalogue

Franklin Paper Co., } Manufacturers of
 HOLYOKE, MASS. } INDEX BRISTOLS, WHITE BRISTOL
 BLANKS, Etc.

"SWAN SAFETY"
 The Fountpen of Quality
 ABSOLUTELY NON-LEAKABLE

Electros and Window Display Material Sent on Request

Imprinted Xmas Circulars Supplied to Every Dealer

The HOLIDAY SEASON IS DRAWING NEAR! IS YOUR STOCK OF THE "SWAN SAFETY" COMPLETE TO FILL ALL DEMANDS

HIGHEST QUALITY HANDSOME PROFITS

PRICES, \$2.50 UP
 The Finish of Our Full Covered Fountain Pens is Very Superior

MABIE TODD & CO.
 17 MAIDEN LANE, NEW YORK
 209 South State St., Chicago 124 York St., Toronto

SPLIT CONTRACTS

The Legal Distinction Between Entire and Severable Ones—Some Pertinent Examples—Question of Waiver.

By ELTON J. BUCKLEY.

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One of the most important phases of the law of contracts is as to whether an agreement is entire or severable. I have already discussed several phases of the law of contracts, but not this one as yet. The practical applicability of the ques-

tion whether a contract is severable or entire will be seen from the statement that a man who makes an entire contract, say for the delivery of a certain quantity of cigars, cannot collect for any part until the whole of the contract is performed and all the goods are delivered.

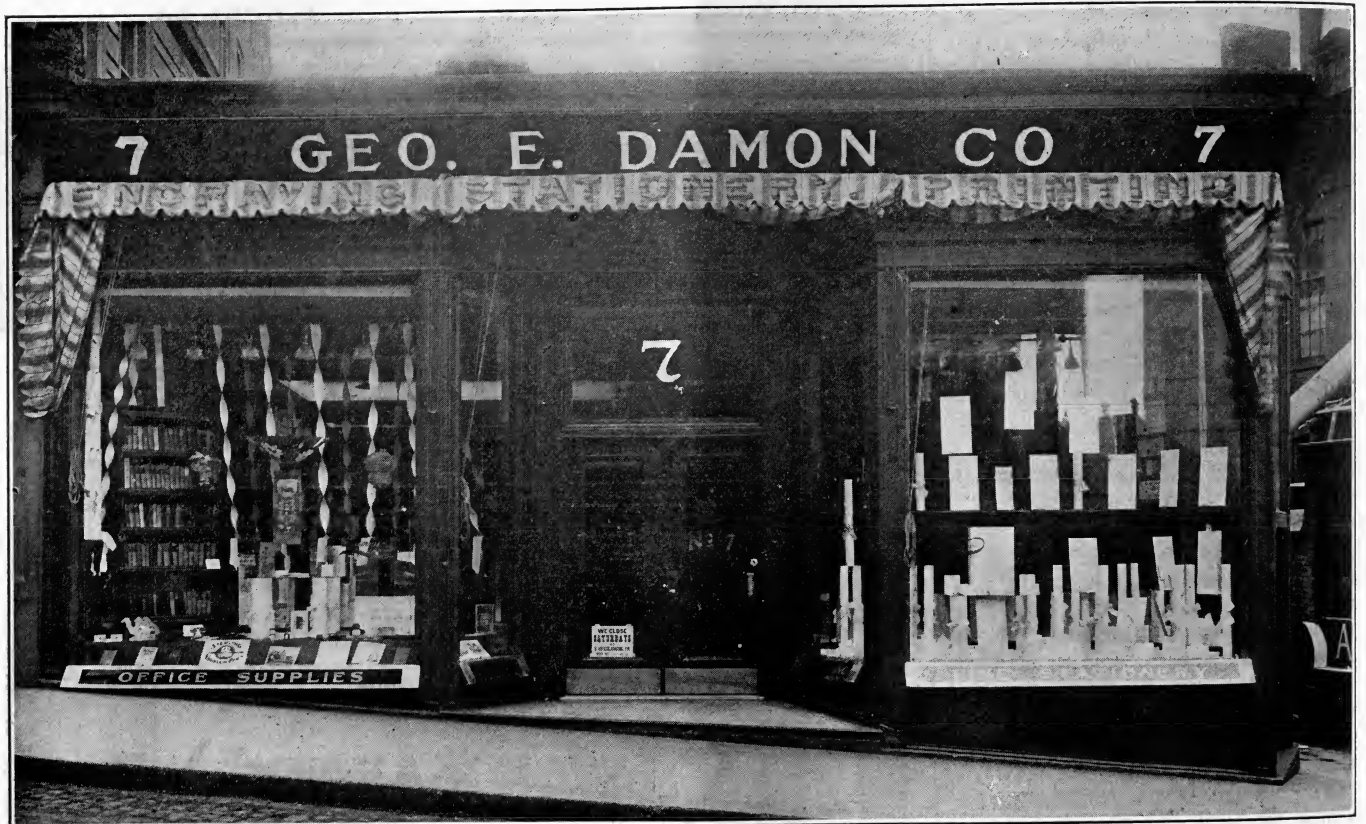
that each and all its parts shall be interdependent on each other and each be a part of the whole.

Let me give some illustrations of entire and severable contracts, and what the practical difference is between them. I

horses were to be sold together, for use together, and it was quite unlikely that one would have been contracted for without the other.

The rule would be entirely different if the horses were not to have been matched; in other words, two ordinary horses that could be bought or used separately. Here the contract would be considered severable and B could have collected for the one horse he delivered, subject, as stated, to A's right to claim damages because B only delivered one horse instead of two.

A case was brought to me some time



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One who makes a severable contract, however, can collect for what he has delivered, whether he fills the entire order or not. But in this latter case the other party has the right to claim whatever damages he may have sustained by the failure of the seller to complete his part of the contract. I shall discuss this more in detail in this article.

CONTRACTS DEFINED.

To use the legal definition, an entire contract is one which by its terms, nature and purposes contemplates and intends

may make the subject clearer by the statement that when the contract shows that the parties intended the whole thing to be performed—in other words, where the purpose of the parties would be defeated unless the contract was wholly performed, the contract is an entire one, and no money can be collected for performing it unless it is wholly performed.

For instance, A begins negotiations with B for a pair of matched horses. A makes it clear throughout that he wants the animals to drive together, and B agrees to deliver two matched horses. He subsequently delivers one horse and promises to deliver the other a little later, but fails to do so, and begins suit to recover the price of the one he did deliver. He will fail, because the contract was an entire one and had not been fully performed. Obviously the matched

ago, involving this same distinction, but here the case was for elevators, two of which had been contracted for at a lump price for the two. The buyer accepted one but objected to the other, and refused to pay for the one he accepted, on the ground that the contract was entire, and the seller must deliver two satisfactory elevators before he could collect for one. It was held, however, that the contract was not entire but severable, as one of the elevators could be operated without the other, and either could have been bought without the other.

I remember another case in which 100,000 cigars had been contracted for. The seller delivered 75,000 and then laid down. The buyer refused to pay for the 75,000 cigars delivered, on the ground that the contract was an entire one for
(Continued on page 35.)



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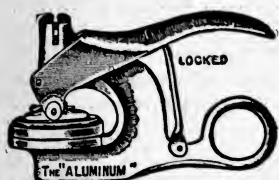
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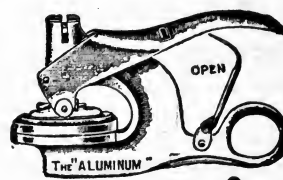


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100,000 cigars, and had not been fully performed. The court held, however, that it was severable, because any part of the 100,000 cigars could have been used without the balance, and any part could have been contracted for in the beginning without the balance. The buyer was therefore compelled to pay for what he had accepted.

MOST CONTRACTS SEVERABLE.

This means that most ordinary contracts for merchandise would be considered severable. Sometimes, however, the circumstances of a case will show that the parties had contracted for a given quantity of goods because nothing less would serve the purpose.

In such cases all must be delivered or none can be collected for—unless the buyer waives his rights to consider the contract entire. I will discuss this more in detail further on in this article.

Contracts for personal services may be entire or they may be severable. I remember a case in which a contractor agreed to do certain repairing and reconstruction work upon a store building. He half did the work and refused to complete it, bringing suit for the work already done. The court threw his claim out, on the ground that he had agreed to do a certain complete work which he had not done.

There is another case in which a store manager agreed to work for a chain-store concern for one year. He worked nine months and left. He had, of course, collected the most of his wages for that time, and the court allowed him also to collect for the month that was due when he left, against the company's defence that the contract was entire and had not been fully performed.

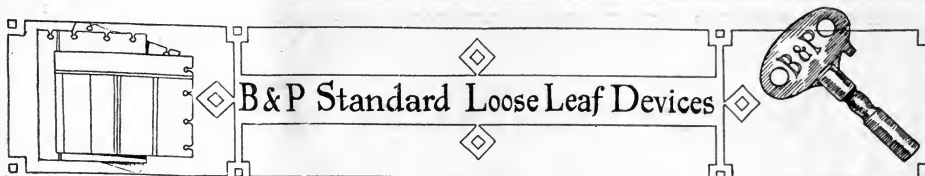
THE QUESTION OF WAIVER.

Now as to waiver. Any entire contract can be changed into a severable one if the parties agree to such change in the terms. For instance, a tobacco jobber contracted with a retailer to deliver him 50 pounds of certain brands of smoking tobacco and 10,000 cigarettes. The cigarettes were delivered first, taken in by the retailer and partly paid for. The factories were oversold on the brands of smoking tobacco, and practically none of the 50 pounds were delivered.

The jobber sued the retailer for the balance due on the cigarettes, and the latter defended on the ground that there was an entire contract for 50 pounds of tobacco and 10,000 cigarettes, which had not been fully performed. The court decided that the defence was bad, because the buyer had accepted part performance and mostly paid for it.

In other words, the retailer had waived his right to consider the contract entire, and had made it severable by his acceptance of one item without the other. If

(Continued on page 37.)



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Notes on New Books

Books Most in Demand

The New York Public Library Circulation Department reports books most in demand, excluding fiction, for the week ending October 25, as follows: Schreiner's "Woman and Labor," Bennett's "Mental Efficiency," Bergson's "Creative Evolution," Mason's "Woman's Share in Primitive Culture," Brewer's "Art of Aviation," and Holt's "Commercialism and Journalism."

For the week ending November 1 the books most in demand were:

Bennett's "What the Public Wants," Bennett's "How to Live on Twenty-four Hours a Day," Synge's "Playboy of the Western World," Parkman's "Oregon Trail," Adams's "Spirit of Youth and the City Streets," Browne's "Everywoman," Shaw's Plays.

A Fine, Brave Old Heart

Occasionally one comes upon a book which he reads to the uttermost, which, being interpreted, means that he skips never a line or a word. Such a book is "The Great Offender," by Vincent Brown (Bren-

tano's, New York, and Chapman & Hall, London, \$1.35), a novel of true religion without being at all a religious novel.

The great offender is a woman who has more than one past, a woman in whom the glare of the red light does not quickly dim, but the better nature in her had responded to one man more than to the others in her train, and she has married him and come from London, with its glamour, to the gloom of the sober little village. The man was rich and a widower with a daughter of twenty-three, who was of the I-am-better-than-thou sort, and she knew enough of her stepmother's past to make her home life anything but happy. Added to this domestic difficulty were those social slights such a newcomer might expect from the hide-bound society of a self-righteous community, and it was not long until the second Mrs. Lascelles was struggling with a temptation increasing daily.

It is a book for every woman to read, the good ones that they should not be better than they ought, and the bad ones that they should not be worse than they ought. Per-

haps a bit too soft for the prevailing hardened taste, it is still a book which, if it were in the "best seller" class in any community, would be a cause of congratulation.


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Do you know what a Jinx is? The Standard Dictionary, with its three or four hundred thousand words, does not tell, though it does say that Jinn or Jinnee is a spirit, good or bad, as may be, in Mohammedan mythology, but people who read of baseball in fact or fiction are likely to pick up more strange words than a ball player is likely to pick up strange balls. Allen Sangree, who knows more than anybody else about the orthography, etymology, syntax and prosody of baseball, has adopted "The Jinx" (G. W. Dillingham Co., \$1.25) as the title of his book of short stories about the game, that being the title of the first story.

From this veracious chronicle it is learned that this particular jinx, jinn, or jinnee, was a cross-eyed girl, named Nona instead of Jinnie, as might be expected, and that she and Montague Dasher, the "champeen" third baseman of the world-beating Pioneers, were sweethearts. Dash was the Matty-Baker of his time as a popular fan idol, and he was getting only \$1,500 a year for it, which his contract compelled him to take, or

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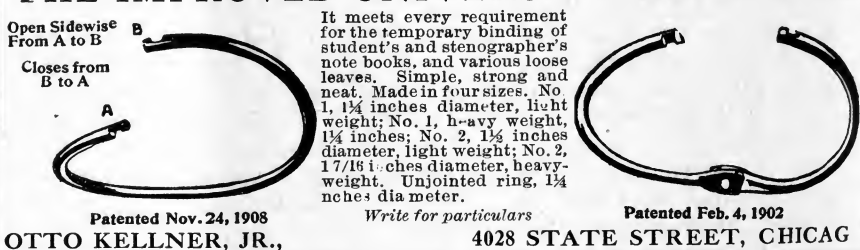


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"lay down" on the game. This latter he would not do, so he got Nona to get a seat in the front row and put the jinx sign on the Pioneers. Nona innocently did as directed, and the spell worked to a charm, the club owner being so badly rattled over the changed playing of his nine that he shoved Dash's salary up to \$2,500, besides an extra \$500 to any one who would voodoo the hoodoo.

Dash never said a word to anybody but Nona, and he sent her to an Eye Repair Works and had her eye straightened. Then he married her. It is a very baseball story and good reading for those who are not fans or fanatics, for Mr. Sangree doesn't often strike out with his pen. It might be added here, if not incongruous to literature, that the jinx seems to have worked its fatal spell on a nine not a thousand miles from New York City, and no Montague Dasher to the rescue. There are six other stories in Mr. Sangree's collection, including "In Dutch," "The Indian Sign" and "The Post-Post Season Game."

"Rose of Old Harpeth"

Marie Thompson Davies's "Rose of Old Harpeth" (Bobbs-Merrill Company, \$1.25) does not equal her "Miss Selina Lue," which had a pleasant success two or three years ago, in the unique charm with which that little story overflowed. But it has more incident and a plot that is more elaborate and coherent. The other, also, was a single character story, while in the new book there are half a dozen or more well rounded characters and a good many others that, although merely glimpsed, stand each for some strong, interesting quality. The scene is laid in the South, where a very sweet, strong young woman is trying to help some old people to save their home from the fangs of a mortgage. A mining engineer from New York finds a deposit of cobalt on the farm and puts through the necessary business just in time.

SPLIT CONTRACTS

(Continued from page 35.)

he had not wished to take the cigarettes without the smoking tobacco he should have refused to receive the cigarettes until the tobacco came also; or if he did receive the cigarettes, he should have written the jobber a letter stating that the cigarettes were accepted subject to the delivery of the tobacco. If the latter was not delivered, he could then have sent the cigarettes back, and the jobber would have had no alternative but to accept them.

A man's acceptance of part performance, thus making a severable contract of one which was originally entire, and making himself liable for part, can be done by acts as well as by words.

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